

NSS Convention 2012
Lewisburg, West VA



GRANTS 101 – Down and Dirty

Presented by Julia Germany
Professional Grants Specialist
Chair, NSS Grants Committee





About Me:

- Over 12 years grant research, writing and management experience**
 - Former Non-Profit Executive Director**
 - Raised and managed over \$13 million in federal, state, local and foundation grants in past three years**
 - New Chair of NSS Grants Committee**
- 



GRANTS 101

- WHAT ... is a grant?**
 - WHO ... offers grants?**
 - WHY ... should I care?**
 - WHERE ... do I look for grants?**
 - WHEN ... should I apply?**
 - HOW ... do I apply?**
- 



What is a Grant?

A sum of money given by an organization, such as governments, foundations and corporations, for a particular purpose.

Types of grants range from competitive to discretionary, and from one time gifts to multi-year support, and can be used only as outlined in the funder's Request for Proposals (RFPs) or Letters of Intent (LOIs).



Why Should I Care?

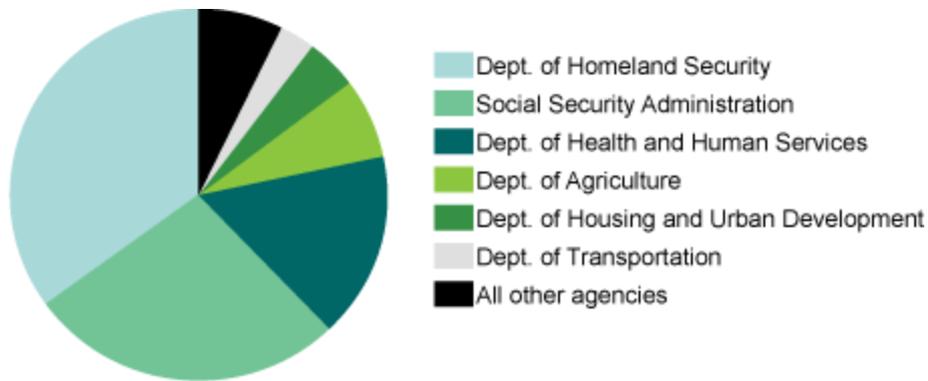
- Over **\$400 billion** in federal and state grant funding is awarded annually
- ~\$40 billion in foundation funding
 - Over \$8.2 billion in corporate giving

“In traveling the country last year, I met several LEA's [Law Enforcement Agencies] that had set up 501 c 3 organizations within their agency. The majority of these agencies had established Police Associations that could then seek funding from Private and Corporate foundations. This does allow them to broaden their funding efforts. It is a simple process just as any other non-profit would do to incorporate. “

-Greg True, Grants Specialist

Who Offers Grant Funding?

- 26 Federal Grant Making Agencies
- Over 2,500 corporate foundations
- Over 70,000 private foundations



Who Offers Grant Funding?

Foundation Grants

- Wal-Mart Foundation \$39.7 million
- AT&T Foundation \$37.8 million
- Ford Motor Company Fund \$33.0 million
- Bank of America Foundation \$31.0 million

Where to Look for Grant Funding

Federal Funding Sources

- The Federal Register
- Catalog of Federal Domestic Assistance (CFDA)
- Grants.gov
- Listservs

State/Local Funding Sources

- “egrants” system
- Mailing lists
- *General Rule*: the larger the city, the harder the search.

Where to Look for Grant Funding

- **Corporate Websites**

Who are the [Fortune 500's](#) *in your* state?

- Keywords:
- Social responsibility
- Corporate giving

- **Foundation Center**

An excellent resource for funding, as well as well grant writing tips, comes from our friends at ESRI. To access the information provided here, go to: www.esri.com/grants/about/funding_resources.html

GIS Grant Opportunities

Funding Resources

Grant Search

- Browse www.grants.gov to find all federal funding opportunities. You can register your organization and sign up to receive a newsletter.
 - [Search Opportunities](#)
 - [Email Subscription](#)
 - [What Is a Grant?](#)
 - [Who Is Eligible for a Grant?](#)
 - [Grant Categories](#)
 - [Agencies That Provide Grants](#)
 - [User Guides](#)
- [Catalog of Federal Domestic Assistance \(CFDA\)](#)—Provides access to a database of all federal programs available to state and local governments
 - [Types of Assistance](#)

Tutorials, Templates, and Tips: Applying for a Grant

General Guidance

- [Writing a Competitive GRANT Application](#) [PDF]
- [Catalog of Federal Domestic Assistance \(CFDA\)](#)
 - [Applying for Federal Assistance](#)
 - [Developing and Writing Grant Proposals](#)
- www.grants.gov
 - [Apply for Grants](#)—General instructions
 - [Applicant FAQs](#)
 - [Download Software](#)—For submitting proposals
 - [Glossary](#)
 - [Completing a Grant Application Package](#)—Narrated demonstration
 - [Free Webcast Training](#)—How to successfully complete the grants.gov registration process
- www.foundationcenter.org—Free online courses
 - [Proposal Writing Short Course](#)
 - [Proposal Writing Basics](#)
 - [Proposal Budgeting Basics](#)
 - [How to Approach a Foundation](#)

Guidance from Specific Federal Agencies

- [Grants and Debarment](#)—EPA
- [Watershed Funding](#)—EPA
- [Guide for Measuring Compliance Assistance Outcomes](#) [PDF]—EPA
- [General Grant Writing Tips for Success](#) [PDF]—(USDA) (CSREES)
- [Grant Writing Tips Sheets](#)—(NIH)

Federal Agencies and Programs

[Department of Agriculture \(USDA\)](#)

- [Cooperative State Research, Education, and Extension Service \(CSREES\)](#)
 - [Funding Mechanisms](#) [PDF]
 - [Funding Opportunities](#)—List and searchable database
 - [National Research Initiative \(NRI\)](#)—Grants main page (includes applicant resources and previously awarded projects)
 - [Tips for Developing and Implementing Integrated Projects](#) [PDF]
 - [USDA/CSREES Grantsmanship Workshops](#)
- [National Agricultural Statistics Service \(NASS\)](#)
- [National Resource Conservation Service \(NRCS\)](#)
 - [NRCS Conservation Programs](#)
 - [Conservation Innovation Grants \(CIG\)](#)

Department of Health and Human Services (DHHS)

- [Centers for Disease Control and Prevention \(CDC\)](#)
 - [Grants—General Information](#)
 - [Grant Funding Opportunity Announcements \(FOAs\)](#)
 - [Applications and Forms](#)
- [National Institutes of Health \(NIH\)](#)
 - [Grants—Portal](#)
 - [Resources for Grant Applicants](#)

Department of Homeland Security (DHS)

- [Homeland Security Grant Program \(HSGP\)](#)
 - [HSGP FY07 Resource Center](#) (registration required)
- [Federal Emergency Management Agency \(FEMA\)](#)
 - [FEMA Grants and Assistance Programs](#)
 - [National Incident Management System \(NIMS\) Integration Center](#)

Department of Housing and Urban Development (HUD)

- [Grants](#)
- [Funds Available](#)—Master list of grant programs

Department of the Interior (DOI)

- [Bureau of Land Management \(BLM\)](#)
- [Minerals Management Service \(MMS\)](#)
 - [Offshore Minerals Management](#)
- [National Park Service \(NPS\)](#)
- [Office of Surface Mining](#)
 - [Abandoned Mine Land Reclamation](#)
 - [Grant Programs](#)
 - [Federal Assistance Manual](#)
- [U.S. Fish & Wildlife Service \(FWS\)](#)
 - [Grants At-A-Glance](#)
- [U.S. Geological Survey \(USGS\)](#)
 - [Grants and Cooperative Agreements](#)

Department of Justice (DOJ)

- [Grants—Response Center](#)
- [Grants Management System \(GMS\)](#) (includes link to training material)
- [Office of Community Oriented Policing Services \(COPS\)](#)

- [Applying for COPS Funding](#)
- [Managing COPS Grants](#)
- [Grants Management Training Conference Calls](#)
- [Office of Justice Programs \(OJP\)](#)
 - [Funding Opportunities](#)
 - [Resource Guide](#) [PDF]
 - [Standard Forms and Instructions](#)
- [Office on Violence Against Women \(OVW\)](#)
 - [Grant Programs](#)
 - [Information and Resources](#) (includes tips, guides, and samples)

Department of Transportation (DOT)

- [Grant Information](#)
- [Federal Transit Administration \(FTA\)](#)
 - [Grants and Financing](#)
 - [Grant Programs](#)
 - [Applying for and Managing Grants](#)

Environmental Protection Agency (EPA)

- [Grants and Debarment](#)
 - [Grants and Fellowship Information](#)
 - [Desk Top Resource](#)—Tutorial on applying for grants
 - [Grant Awards Database](#)—Archive of open grants
- [Environmental Finance Program](#)—How to Pay
- [Watershed Funding](#)—Information on sustainable funding

Federal Geographic Data Committee (FGDC)

- [National Spatial Data Infrastructure \(NSDI\) Cooperative Agreements Program](#)

National Endowment for the Humanities (NEH)

- [Apply for a Grant](#)

National Oceanic and Atmospheric Administration (NOAA)

- [Grants Management Division](#)
- [Grants Online](#)

National Science Foundation (NSF)

- [Find Funding](#)
- [Grant Proposal Guide](#)
- [How to Prepare Your Proposal](#)

Education Grants for K-12 Schools

Additional links that provide resource assistance for schools, districts, and state education agencies

- [SchoolGrants](#)
- [Grants and Funding](#)
- [eSchool News](#)
- [Education Week](#)
- [U.S. Department of Education](#)

- [Fundsnet Services Online](#)
- [Foundation Center](#)
- [Grants Alert](#)

Private Foundation Funding

Foundation Center, www.foundationcenter.org, has information, news, resources, search tools, and more for grant applicants including a large selection of grant writing tutorials and classes.



FOR APPLICANTS

[Applicant Login](#)

[Find Grant Opportunities](#)

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[Home](#) > [Find Grant Opportunities](#) > [Browse by Agency](#)

BROWSE BY AGENCY

[Basic Search](#) • [Browse by Category](#) • [Browse By Agency](#) • [Advanced Search](#)

To **browse by agency**, please access any of the links below.

For helpful search tips and to learn more about finding grant opportunities check out the [Search Grant Opportunities](#)  guide.

[All Agencies](#)

[Agency for International Development](#)

[Appalachian Regional Commission](#)

[Broadcasting Board of Governors](#)

[Bureau of Reclamation - South Central CA Area Ofc](#)

[Christopher Columbus Fellowship Foundation](#)

[Corporation for National and Community Service](#)

[Department of Agriculture](#)

[Department of Commerce](#)

[Department of Defense](#)

[Department of Education](#)

[Department of Energy](#)

[Department of Energy - Office of Science](#)

[Department of Health and Human Services](#)

[Department of Homeland Security](#)

[Department of Housing and Urban Development](#)

[Department of Justice](#)

[Department of Labor](#)

[Department of State](#)

[Department of Transportation](#)

[Department of Veterans Affairs](#)

[Department of the Interior](#)

[Department of the Treasury](#)

[Election Assistance Commission](#)

[Energy Cluster Program](#)

[Environmental Protection Agency](#)

[Federal Mediation and Conciliation Service](#)

[General Services Administration](#)

[Institute of Museum and Library Services](#)

[Institute of Peace](#)

[James Madison Memorial Fellowship Foundation](#)

[Japan-United States Friendship Commission](#)

[Marine Mammal Commission](#)

[Millennium Challenge Corporation](#)

[National Aeronautics and Space Administration](#)

[National Archives and Records Administration](#)

[National Council on Disability](#)

[National Credit Union Administration](#)

[National Endowment for the Arts](#)

[National Endowment for the Humanities](#)

[National Science Foundation](#)

[Nuclear Regulatory Commission](#)

[Office of National Drug Control Policy](#)

[Office of the Director of National Intelligence](#)

[President's Committee on the Arts and Humanities](#)

[Small Business Administration](#)

[Social Security Administration](#)

[Woodrow Wilson Center](#)



The move from CCR to SAM is delayed until end of July. [Read more here.](#)

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SUBSCRIPTIONS

Subscribe now and receive notifications of new grant opportunity postings and updates on Grants.gov. You do not need to be a registered user of Grants.gov to sign-up for this service.

[Grants.gov RSS Feed](#)

Stay informed about new and updated grant opportunities. Once you see all of the benefits of receiving the Grants.gov RSS feed, you may want to discontinue your email notification subscription. [Subscription Services - Unsubscribe](#) from the email notifications.

[Grants.gov Updates](#)

Receive updated information about critical issues, new tips for users and other time sensitive updates as information is available. To unsubscribe from this update you will need to follow the instructions provided in the bottom of the email.

[All Grants Notices](#)

Receive daily notification of all new grant opportunities.

[Notices Based on Advanced Criteria](#)

Select notifications based on specific criteria such as funding instrument type, eligibility or sub-agency.

[Notices Based on Funding Opportunity Number](#)

Select this option to receive notifications based on Funding Opportunity Number (FON). A FON is a number that a federal agency assigns to its grant announcement.

[Unsubscribe from Grant Notices](#)

Click on the **Unsubscribe from Grant Notices** link above to unsubscribe from the email notifications. If you receive an error message when you attempt to unsubscribe please send an email to support@grants.gov. To remove one or more subscriptions please include the email(s) in the message. In the subject line please include "Unsubscribe".

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Quick Links

Latest News!

[Grants.gov Blog](#)

FOR APPLICANTS

- [Grant Search](#)
- [Grant Email Alerts](#)
- [Get Registered](#)
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- [Track My Application](#)

FOR GRANTORS

- [Grantor Login](#)
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- [Resources](#)

[Policies & Disclaimers](#) | [FOIA](#) | [No FEAR Act](#) | [Accessibility](#) | [Viewers & Players](#) | [Contact Us](#) | [Help](#) | [Site Map](#)

[U.S. Dept. of Health and Human Services](#) | [USA.gov - Government Made Easy](#) | [WhiteHouse.gov](#)

[USASpending.gov](#) | [FSRS.gov](#) | [SAM.gov](#) | [CCR.gov](#) | [DUNS Request](#) | [SBA.gov](#) | [Federal Student Aid](#)


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Hidden Cave High Definition Video Production


[Synopsis](#)
[Full Announcement](#)
[Application](#)

The synopsis for this grant opportunity is detailed below, following this paragraph. This synopsis contains all of the updates to this document that have been posted as of **06/13/2012**. If updates have been made to the opportunity synopsis, update information is provided below the synopsis.

If you would like to receive notifications of changes to the grant opportunity click [send me change notification emails](#). The only thing you need to provide for this service is your email address. No other information is requested.

Any inconsistency between the original printed document and the disk or electronic document shall be resolved by giving precedence to the printed document.

Description of Modification

The Purpose of amendment 0001 is to change end date from 18 June 2012 to 9 July 2012 All other terms and conditions remain unchanged

Document Type:	Modification to Previous Grants Notice
Funding Opportunity Number:	L12AS00113
Opportunity Category:	Discretionary
Posted Date:	Jun 13, 2012
Creation Date:	Jun 18, 2012
Original Closing Date for Applications:	Jul 09, 2012
Current Closing Date for Applications:	Jul 09, 2012
Archive Date:	Jul 19, 2012
Funding Instrument Type:	Cooperative Agreement
Category of Funding Activity:	Natural Resources
Category Explanation:	
Expected Number of Awards:	1
Estimated Total Program Funding:	\$10,000
Award Ceiling:	\$10,000
Award Floor:	\$10,000
CFDA Number(s):	15.238 -- Challenge Cost Share
Cost Sharing or Matching Requirement:	Yes

The Purpose of amendment 0001 is to change end date from 18 June 2012 to 9 July 2012 All other terms and conditions remain unchanged

The Purpose of amendment 0001 is to change end date from 18 June 2012 to 9 July 2012 All other terms and conditions remain unchanged

Eligible Applicants

Unrestricted (i.e., open to any type of entity above), subject to any clarification in text field entitled "Additional Information on Eligibility"

Additional Information on Eligibility:

Must be a member of Great Basin Cooperative Ecosystem Studies Units (GB-CESU)

Agency Name

Bureau of Land Management

Description

The Purpose of amendment 0001 is to change end date from 18 June 2012 to 9 July 2012 All other terms and conditions remain unchanged. A. Project Background Information: The Cooperative Ecosystem Studies Units (CESU) Network is a national consortium of federal agencies, academic institutions, tribal, state, and local governments, nongovernmental conservation organizations (300 partners). The Great Basin CESU (GB-CESU) includes the Nevada BLM and is hosted by the University of Nevada, which provides leadership and administrative support. GB-CESU is designed to conduct research, provide technical assistance, educate, and assist with capacity building. Analysis involves biological, physical, social, and cultural sciences as needed, to address resource issues, and ensure interdisciplinary problem-solving at multiple scales and in an ecosystem context. The GB-CESU has a unique collaborative relationship with research scientists, end users of research products, the public, and educators who are trained to bridge the gap between researchers and science users. The BLM is interested in partnering with a recipient to provide qualified interns to develop (produce, film, narrate, and edit) a non-commercial interpretive video of Hidden Cave. The GB-CESU is well positioned to complete the tasks. B. Project Objective: The recipient will produce a non-commercial video for public use. Churchill County Museum and other public groups will receive a high-quality video that can be used in a variety of educational and interpretive environments. This will allow a larger numbers of people, including school children, the elderly, and special-needs individuals, to experience Hidden Cave, a cultural and archaeological site listed on the National Register of Historic Places. BLM will support and stimulate the assistance agreement partner by providing funds to employ a college student or recent graduate who will gain work experience in video production.

Link to Additional Information

<http://www.grants.gov>

If you have difficulty accessing the full announcement electronically, please contact:

Eddie W. Bell, 775-861-6435
ebell@blm.gov

ebell@blm.gov**Synopsis Modification History**

The following files represent the modifications to this synopsis with the changes noted within the documents. The list of files is arranged from newest to oldest with the newest file representing the current synopsis. Changed sections from the previous document are shown in a light grey background.

File Name	Date
Modification #2	Jun 18, 2012
Modification #1	Jun 18, 2012
Original Synopsis	Jun 13, 2012



Welcome to the System for Award Management

Thank you for visiting SAM.gov.

Announcement

If you are looking for the SAM.gov application, please continue to use CCR/FedReg, ORCA, and EPLS. You can expect the capabilities to be here in late July. See [announcement](#).

Frequently Asked Questions

What is SAM?

The System for Award Management (SAM) is combining eight federal procurement systems and the Catalog of Federal Domestic Assistance into one new system.

When will SAM launch?

SAM is being deployed in phases, beginning with the "Entity Management" capability and the Exclusions portion of the "Performance Information" capability. Currently, this first phase is scheduled to be available at the end of July 2012.

Other SAM FAQs

The following document is a compilation of the most frequently asked questions regarding SAM.

[SAM Frequently Asked Questions](#) (updated June 4, 2012)

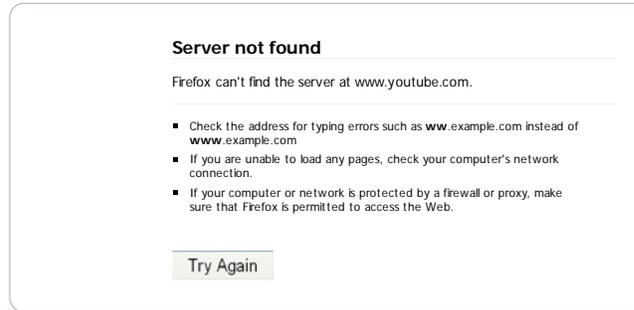
SAM Training Materials

Training materials are available online. Some materials are provided below. Others, such as a user guide and webinars to walk you through key functionality, will be provided when SAM goes live.

SAM overview briefing

The following video will provide a summary of the strategy, key advantages, and things to consider regarding SAM.

Note: If you are having difficulty accessing this YouTube-hosted video from your workplace, you may access the same video on a GSA server [here](#).



SAM quick start guides

The following one-page presentation files are designed to prepare you to get up and running when SAM goes live at the end of July.

- [Quick Start Guide for Migrating Roles](#)
- [Quick Start Guide for Contract Registrations](#)
- [Quick Start Guide for Grants Registrations](#)
- [Quick Start Guide for Federal Employees](#)

Resources & documentation

- [SAM Overview \(May 2012\)](#)
- [SAM Extracts and Web Services Overview \(May 2012\)](#)
- [SAM One-Pager](#)
- [SAM FAQs](#)

Legacy systems

Phase 1

- [CCR](#)
- [FedReg](#)
- [ORCA](#)
- [EPLS](#)

Future phases

- [CFDA](#)
- [eSRS](#)
- [FBO](#)
- [FPDS-NG](#)
- [FSRS](#)
- [PIRS](#)
- [WDOL](#)

Related links

[Acquisition Central/IAE](#)

How Will SAM Benefit Me?

The overarching benefits of SAM include streamlined and integrated processes, elimination of data redundancies, and reduced costs while providing improved capability. There are specific benefits for various users, some of which are highlighted below.

For contractors, assistance award recipients, and others who register in CCR

One login!

With SAM, one user ID and password will provide access to all the capabilities associated with:

- Registering to do business with the government
- Representing/self-certifying as a small business
- Viewing business opportunities

One process!

SAM integrates registration with representations and certifications to create a simplified, streamlined process. It divides data entry into four logical groupings:

- Core data (e.g. name and address, organization type, financial information)
- Assertions (e.g. NAICS, size metrics) and conditional/optional information (proceedings, disaster relief information)
- Reps and certs (e.g. FAR questionnaire)
- Points of contact

One reporting location!

SAM keeps all data in one place, so users enter it only once.

For owners of systems that pull data from legacy systems

Acquisition.gov is an E-Gov Initiative that aggregates federal acquisition content by providing one website for regulations, systems, resources, opportunities, and training. This website was designed to create an easily navigable resource to share the efforts to achieve its vision of more efficient and transparent practices through better use of information, people, processes and technology.

Federal Service Desk

The purpose of the Federal Service Desk is provide help to the visitors to the systems (websites) that FSD supports so that they can get the information and assistance they need from those systems.

One data location and new CSV files and WSDLs!

Capabilities will remain the same, but the data will be consolidated into one location, eliminating data redundancies and potential data conflicts. The configuration of your current data feed will change to align with the consolidated data model. The following documentation is available to support you in modifying your system to maintain the needed data flow:

[SAM Extracts and Web Services Overview \(May 2012\)](#): Provides an explanation of how extracts and web services will be changing in SAM.

[SAM Master Extract Mapping v2.6](#): Version 2.6 of the master extract mapping spreadsheet is new as of 5/22/2012; reclassified TIN field to FOUO extract and revised availability of proceedings information.

SAM technical interface specifications for web services are available. The documentation includes:

- [Sample files for each legacy extract type \(in CCR format\)](#) (new as of 5/22/2012)
- [Sample files for each to-be Entity Management extract type \(in SAM format\)](#) (new as of 5/08/2012)
- [Interface documentation and WSDLs for SAM Entity Management and Exclusion web services](#) (new as of 4/28/2012)
- [Interface documentation and WSDLs for legacy web services](#) (new as of 4/28/2012)

[SAM Extracts and Web Services Q&A](#): This spreadsheet provides a consolidation of answers to Extracts and Web Services-related questions that have been submitted to askSAM@gsa.gov as of 4/25/2012. Answers highlighted in yellow have been updated since they were originally posted.

Please note: This documentation is for those who need to make changes in the code of their systems in order to continue interfacing with the Phase 1 legacy systems. These are technical documents intended for use by developers.

Please email any questions about interfaces implementation to askSAM@gsa.gov.

For contracting officers

One login!

SAM provides one user ID and password that will provide access to all the capabilities associated with making an award determination:

- Determining appropriate Service Contract Act (SCA) and Davis-Bacon Act (DBA) wages
- Posting a solicitation
- Identifying excluded parties
- Verifying contractor eligibility
- Evaluating contractor and sub-contractor performance

One process!

SAM streamlines and integrates the currently siloed processes to:

- Simplify data entry and review
- Reduce the time required to complete a procurement

One reporting location!

SAM stores all data in one place, allowing for broader reporting capability.

Texas eGrants Application

Welcome to Texas eGrants Search!

As of April 1st, 2007, the State of Texas is proud to present the eGrants website. Using the eGrants website, you can search for and view the details of competitive funding announcements available through dozens of Texas state agencies.

Enter Search Criteria

Please enter search criteria below. Search options include:

- Wild card search using * (e.g., "787*" would match any keyword starting with 787)
- Boolean operators AND, OR, NOT

Keywords:

Agency:

Geographical Focus of Grant:

Eligibility Category:

Hold down the Control key (Ctrl) to select multiple entries

Funding Activity Category:

Hold down the Control key (Ctrl) to select multiple entries

Grant/Agreement Type:

Show Expired Postings?:

- Yes
 No

NOTE: To find grant opportunities initiated before April 1, 2007, please visit the appropriate state agency website. If you are looking for personal financial assistance such as Social Security/Supplemental Security Income, Medicaid or State Social Services, you can find help at www.GovBenefits.gov. This type of individual assistance is not available on this website. If you are interested in student loans, please go to www.Studentaid.ed.gov. If you are a small business owner seeking a loan, please visit the [Small Business Administration](#).

Is a Grant Right for *YOU*?

Identify a Problem

Determine how to solve the problem

Figure out how much it will cost...

...then start your search for funding

The most successful programs are not *grants* driven, they are *mission* driven!



Getting Started

Data Collection

- Newspaper articles
- Statistical Data
- Year-round activity



A Funder's Past

What types of projects have been funded in years past?

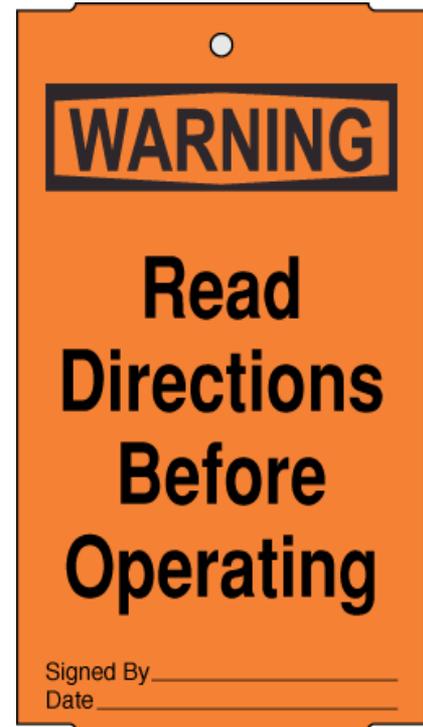
- Award history
- Contact agencies with similar projects



First things First...

Application/Program Guidelines

- No “cutting to the chase”
- Every word/paragraph is important
- Necessary information in order to win



Are You Eligible?

- Is your need a good fit with the funding priorities?
- Can you provide the match?

*Grantors give money for issues
that are important to them, not you!*

When Should I Apply?

Application Process

- Letter of Intent?
- Proposal?
- State Review?
- Formal Application?

How Do I Apply?

- **Online**
 - Grants.gov
 - DUNS Number
 - CCR Number (now SAM)
 - Federal Tax ID
 - Word/character limitations
- **Mail-in**
 - Do not staple
 - Make sure it's postmarked by the right date
 - Send the correct number of copies





What Should I Expect?

Typical application requirements:

- Standard Form 424
 - Project abstract
 - Project narrative
 - Timeline
 - Budget & budget narrative
 - Assurances
- 



Where to Begin?

Create an effective project title:

- Grab their attention!
 - Provides a glimpse of what you're requesting
 - Sets the tone
 - Accurate description of your project
 - Unique
 - Use keywords
- 

Application: Project Abstract

The last piece of the puzzle

Summarize the rest of the application:

- Include the title of your project or program and the full name of the grant program to which you are applying
- Identify who your program will serve and/or benefit
- Outline your project goals
- Outline your evaluation tools and objectives
- Outline key implementation activities



Application: Project Narrative

Sell your story:

- Explain the problem(s)
- Description of your program, goals, objectives, and activities.
- Define your population
- What agencies will help you implement the plan?
- How will the proposed project solve the problem(s)?

Length and word limitation:

- Make every word count!

Building a Narrative

- **Narrative writing is all about the plot!**
- **Conflict** (*What's the problem?*)
- **Characterization** (*Why is there a problem? Provide background*)
 - What are your leading industries?
 - Ethnic makeup? ESL populations? Crime? Poverty? Unemployment?
- **Setting** (*Describe your area and location*)
 - Critical Infrastructure and Key Resources (CIKR)?

Paint a Picture

“Descriptive writing vividly portrays a person, place, or thing in such a way that the reader can visualize the topic and enter into the writer’s experience.”

Visionary terms:

- Confront
- Address
- Assign
- Decrease
- Deliver
- Facilitate
- Implement
- Achieve
- Accomplish

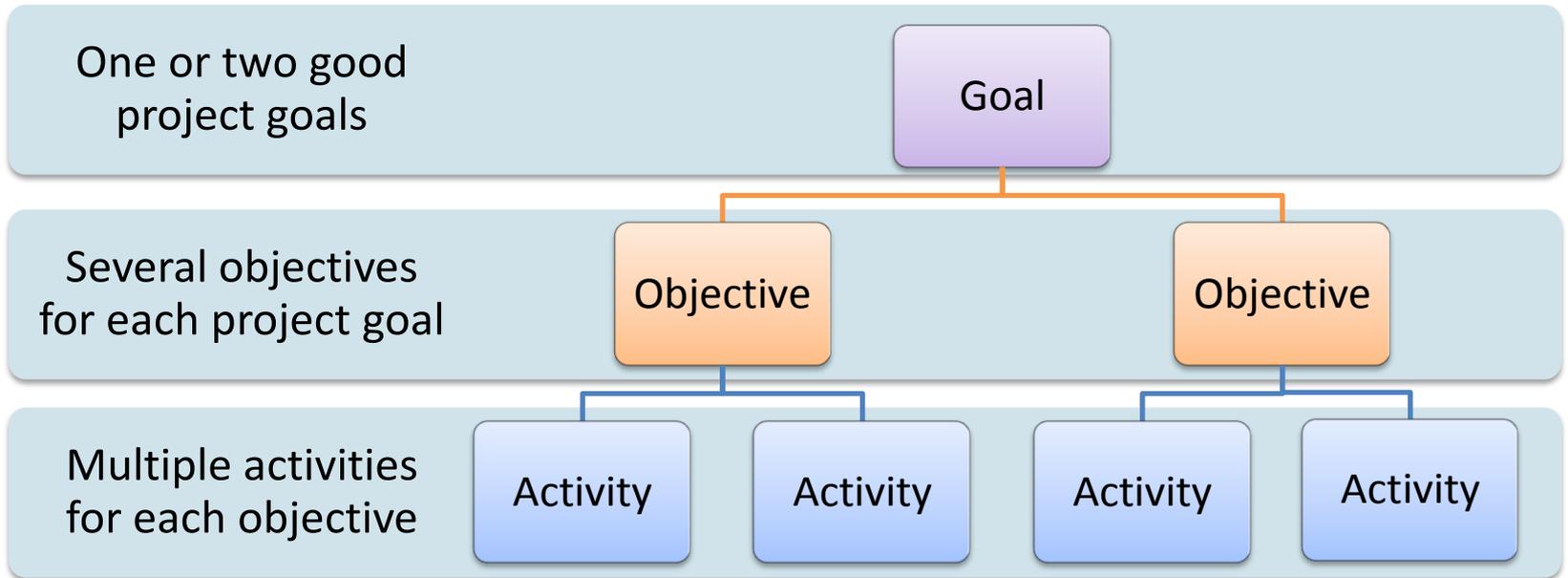
What's That Sound?

Why, it's a "Buzz" word!

- Where to look
- How to Incorporate



Project Implementation



Be S.M.A.R.T!

Goals and objectives:

- Specific
- Measurable
- Attainable
- Realistic
- Time bound



Evaluating Success

- How will you evaluate your activities to determine you have achieved your goals?
- How will you use the results?

Output= Deliverable(s)

Outcome= Benefit



Application: Timeline

Project Management:

- What activities will be achieved when?
- Who is responsible for each activity?
- How will periodic program evaluation affect the timeline?

Who are you and why should the grantor give you money?

- Qualifications
- Personnel
- Partners
- Past Grant Experience



Application: Budget & Budget Narrative

- **The Budget Worksheet includes all expenses necessary to achieve project goals**
 - Account for match requirements
 - Include necessary costs for *entire* project period
 - Are all costs reasonable?
- **The Budget Narrative is an explanation for every expense**

Application: Sustainability

Funders want assurance that their investment will bring long-term dividends

- How will you sustain the program financially?
- How will you grow the program?



Application: Assurances

- Title VI of Civil Right Act
- Section 504 Rehab Act
- Title IX
- Age Discrimination Act
- Hatch Act
- Fair Labor Standards Act
- National Historic Preservation Act
- Conflict of Interest
- Misconduct in Science
- Access to records - FOIA
- EPA Violating Facilities list
- Flood Disaster Protection Act
- **Lobbying Activities Disclosure**

Letters of Support

Prove that people or agencies other than the applicant believe the project is worthwhile

- Community Organizations
- Elected Officials

*Can make the difference in
getting funded!*

The Waiting Game

I submitted my application. Now what?

- 3-6 months average delay
- Expect requests for more info
- Apply for additional opportunities



You've Been Awarded!

Grant Money does not come without responsibility!

- Quarterly reporting
- Documentation
- Spending the money according to your request

Repercussions:

- Auditing (never fun!)
- Return the money

Rejection - It Happens!

Don't give up

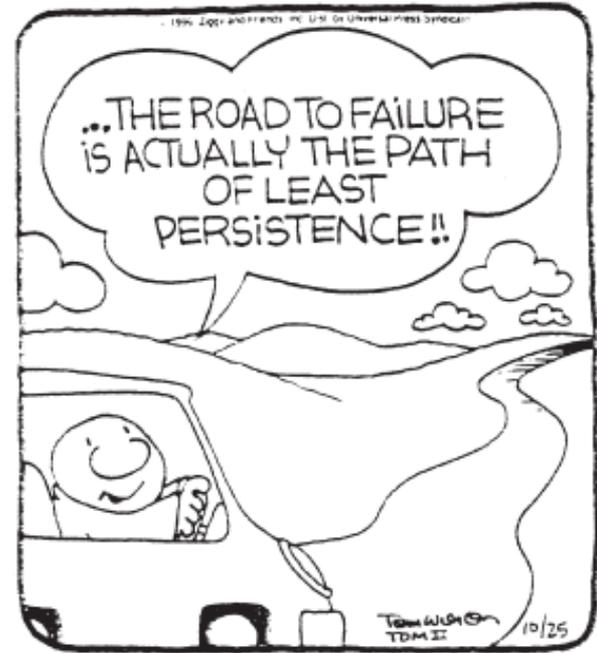
- Why leveraging is so important!
One grant opportunity may send you a rejection letter, while others may approve it

*"Don't put all your eggs
in one basket"*



What went Wrong?

- Simple mistakes
- Failure to follow directions
- Missing components
- Unclear request
- Too many requests
- Inadequate justification

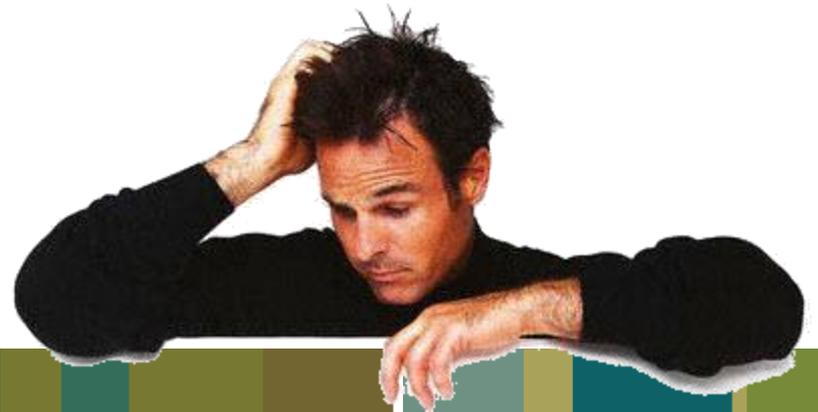


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What Went Wrong?

Request the grant reviewers' comments from public-sector funders

- Call or write to request peer reviewers' comments
- FOIA if necessary

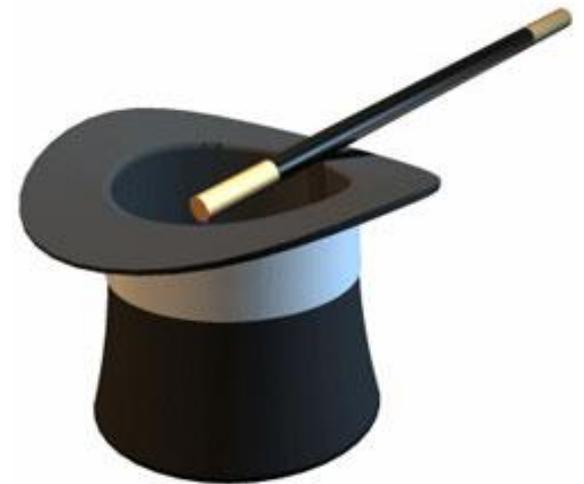


What Next?

- **Use your connections**
- **Don't take it personally**
- **Try again!**
 - The success rate is higher for grants submitted a second time
 - Almost all grants get funded on the third try

Tips & Tricks

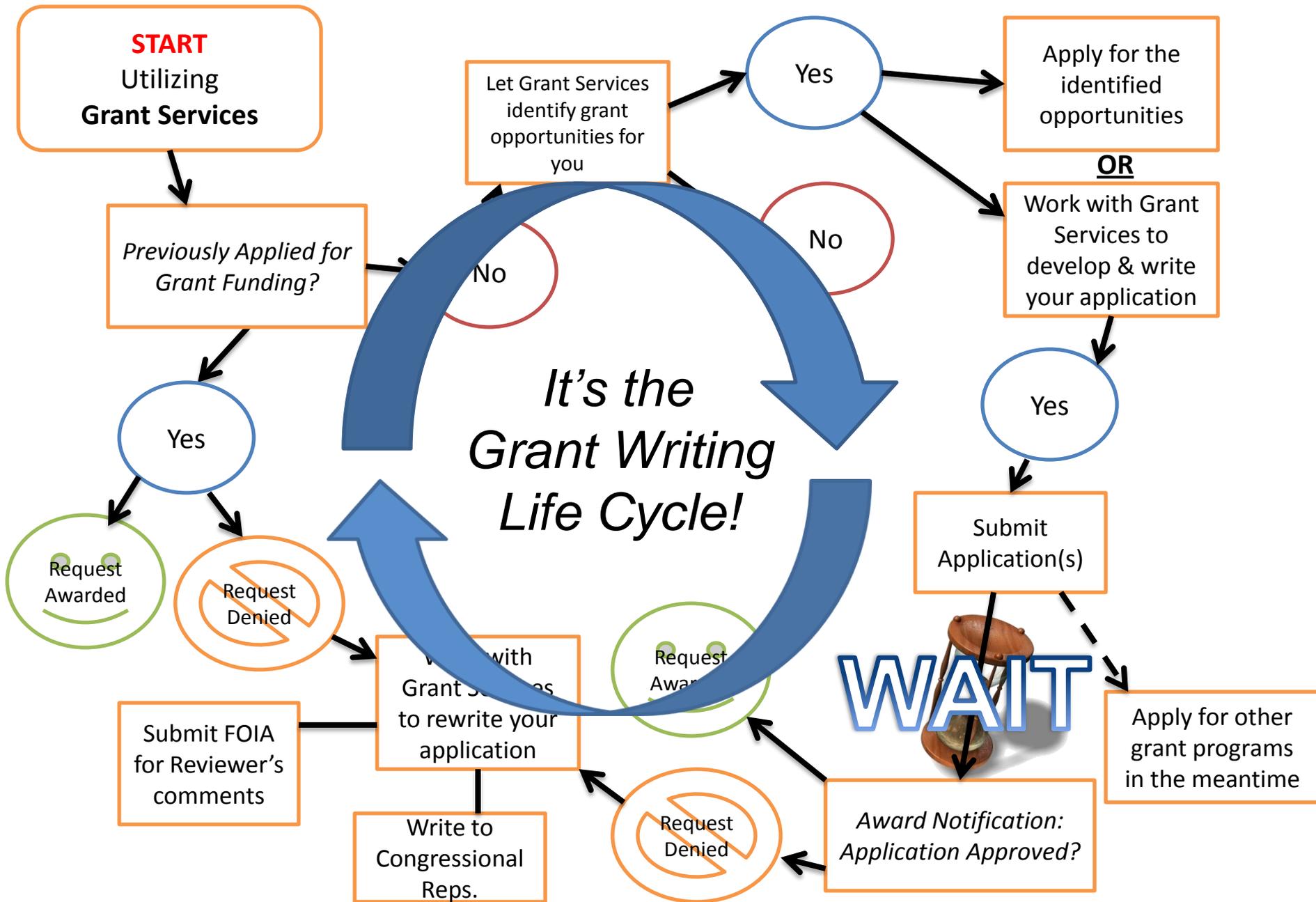
- Innovation and Creativity
- Communicate Clearly and Concisely
- Good Organization
 - Use headings and subheadings
- Persistence
- No Jargon



Tips & Tricks

- Peer Review
- Strong introductory sentences
- Don't wait until the last minute!
- Utilize your resources!
 - Elected Officials
 - Program Help





NSS Convention 2012
Lewisburg, West VA

Julia Germany

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