



Grant Writing Basics

Dwana Back-Lamberson, GPC

Indiana Animal Welfare
Conference 2024

What we'll discuss today:



**IS YOUR ORGANIZATION
GRANT READY?**



DO YOUR HOMEWORK!



**WRITE A WINNING
PROPOSAL**

But First...



Is your
organization

▶ grant ready?

Before you apply for grants:

- ▶ 501c3
- ▶ EIN
- ▶ Board of Directors (100% contribution)
- ▶ Mission statement
- ▶ Internal capacity
- ▶ Operating budget
- ▶ Data management system



Do your

▶ homework!

Types of funders:



Private foundations



Community foundations (city/county)



Corporate foundations



Government

Where to look for funders:



GOOGLE



GRANT GOPHER,
GRANTWATCH



FOUNDATION
DIRECTORY ONLINE



PAID GRANT
DATABASES

Find a good fit



Program support vs operating funds



Geography



Mission/values



DON'T CHASE DOLLARS

Ways to learn more:

Website

990s (Guidestar, Candid, Foundation Center)

Grantmakers.io

Talk with program officer

The background features a solid green field on the left, transitioning into a series of overlapping, semi-transparent green triangles and polygons on the right, creating a dynamic, layered effect. The text is white and positioned on the left side of the image.

Write a winning

▶ proposal

So you think you've found an opportunity...



IS IT A GOOD FIT?



IS THE DEADLINE REALISTIC?



CAN YOU REACH OUT TO
SOMEONE TO DISCUSS
BEFORE SUBMITTING?

A silver pen is shown in the bottom-left corner, resting on a document. The background features a green geometric pattern on the right side and a white background for the text.

Get the overview

- ▶ Specific purpose of the grant
- ▶ Intended recipients
- ▶ Amount
- ▶ Timeline
- ▶ Reporting requirements
- ▶ Application guidelines: word limits, format
- ▶ Submission details: what and how
- ▶ Supporting documents

Anatomy of a Grant Proposal

- ▶ Executive Summary
- ▶ Organizational Info
- ▶ Statement of need
- ▶ Program details
- ▶ Goals/objectives
- ▶ Evaluation plan
- ▶ Sustainability
- ▶ Budget and budget narrative





Executive Summary

- ▶ Comes first, but is written last
- ▶ Should be a snapshot of the entire proposal

Organizational Info

History of the organization (when/how it began)

Background information

Mission/values of the organization

Specialty/focus areas

Numbers:

- Volunteers
- Animals rescued
- Adoptions
- Annual operating expenses/revenue

Statement of Need

WHY?

What is the problem, and how do you intend to solve it?

What do the animals/humans/community need (NOT what your org needs)

Offer data and cite sources

Tell a persuasive story

Program Details

What is your
INNOVATIVE
solution to the
need?

WHO?

WHAT?

WHEN?

WHERE?

(your Statement of Need is the WHY!)

SMART Goals

Specific

Measurable

Achievable

Relevant

Time-Bound

Evaluation plan



What data will you need to collect?



How will you collect it?



How will the data demonstrate that you have met your goals?

Sustainability

How will the
program continue
after the grant ends?

A white calculator is positioned on the left side of the slide, resting on a document. The background features a green geometric design with overlapping triangles and lines. The title 'Budget and Budget Narrative' is written in a green, sans-serif font.

Budget and Budget Narrative

- ▶ Detailed and specific list of all program expenses and revenue
- ▶ Use narrative to provide context/explanation for the numbers
- ▶ Should tell the whole story of your proposal in number form

The background features a solid light green area on the left, transitioning into a series of overlapping, semi-transparent geometric shapes in various shades of green on the right. These shapes include triangles and polygons, creating a dynamic, layered effect. A thin white line also runs diagonally across the right side of the image.

▶ Helpful Hints

Helpful Hints

Use their language - refer to their mission/focus, use key words

Write in active voice

Follow the application directions EXACTLY

Gather all supporting documents ahead of time

PROOFREAD!

Submit early



You got the grant - now what?

- ▶ Thank the funder! Write a thank you letter.
- ▶ Find out what the reporting requirements and deadlines will be.
- ▶ Make a plan NOW for collecting the information you will need.
- ▶ No reporting requirements? Send them an update anyway!

Final Thoughts

Create

Create a Grants file with your organization history, current stats, and supporting documents so that you can respond quickly to opportunities

Collaborate

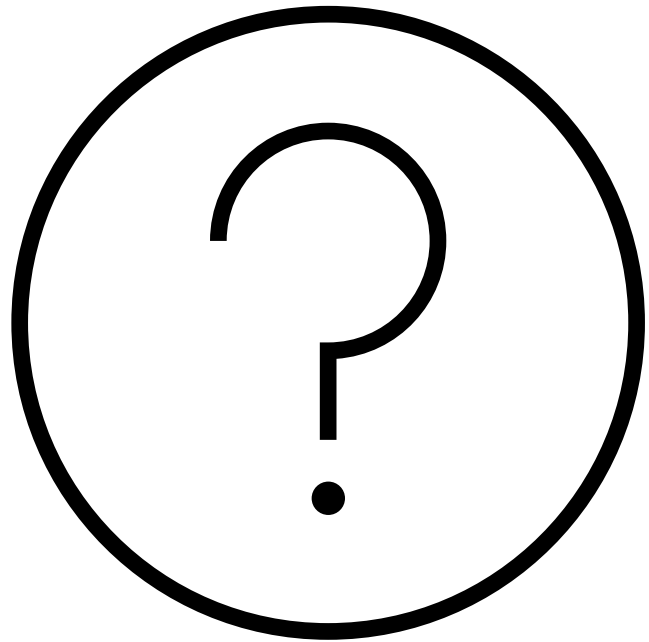
Consider collaborating with other organizations

Count

Have a good accounting system

Collect

Have a solid plan for data collection/data management



Questions?

Thank you for your time today,
and good luck!

Dwana Back-Lamberson, GPC
dwanaback@comcast.net