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**Welcome!**

- ▶ "Prep for Success" is the third in a series of Grant Writing Webinars offered by the District Attorneys Council Federal Grants Division in 2011
- ▶ Today's Webinar provides some tips and tools to project development and overall grant application preparation
- ▶ Presentation will be posted at [www.ok.gov/dac](http://www.ok.gov/dac) within two days of the Webinar




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**Introduction**

- ▶ This webinar is designed to assist you in project development and application prep
- ▶ Project Development may sound like a luxury, but well-planned projects make the application process easier and improve chances for funding




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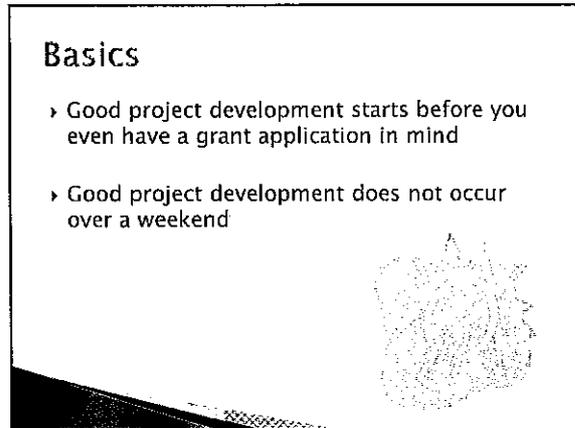
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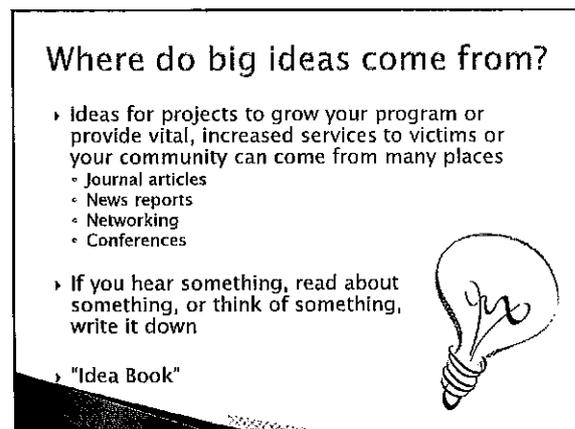
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### Plan ahead

- › If you are an agency that utilizes grant funds
  - you know when grant applications come out
  - EXAMPLE: VAWA Grant applications generally become available from DAC in the early summer and are due in the fall
- › If you hear about, read about, or come up with a great idea in November - you have more than enough time to get the idea researched and developed



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### Project Development

- › It is always better to have an idea in mind BEFORE the grant application stage
- › Many agencies will see an announcement for a grant and say: "Hey! We need that!"
- › Example: Anti-drug grants
  - Most communities have a drug issue of some kind
  - Grants are usually designed to address a specific aspect of a problem - not something general
- › You need to find the grant that best fits YOUR project - but finding funding comes MUCH LATER in the process

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### Project Development

**PROBLEM = GRANT**

**GRANT  PROBLEM**

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**Project Development**

**Project = Problem + Solution**

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**Project Development**

› Steps in project development:

- What's the problem?
  - Identifying a problem or need
- How do we fix it?
  - Identifying a solution to that problem or need
- How bad is it?
  - Researching the problem/need
- Will it work?
  - Researching the solution
- How will it work?
  - Planning for implementation
- How do we pay for it?
  - Funding



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**Project Development**

› Reality: money is tight everywhere

- Non-profits
- Cities
- States

› Even if funding is the primary motivator – that doesn't mean your agency cannot develop a great project



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**What's the problem? How do we fix it?**

- ▶ Narrow your problem focus: "drugs" or "domestic violence" is too broad
  - Identify the aspect of the bigger problem that needs to be addressed or that you want your project to address
- ▶ What is the starting point?
  - New problem, old solution
  - Old problem, new solution
  - New problem, new solution
- ▶ Regardless of the answer, you will need to research everything!

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**How bad is it?**

- ▶ Research is problem validation
- ▶ Just because you hear or read about a problem, doesn't mean you have it in your community
- ▶ Research will "validate" whether or not you have the problem locally
- ▶ Research will ultimately provide the statistics you need for a grant proposal




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### How bad is it?

- ▶ Helps you identify all the components of a problem
  - Real problems are rarely something simple
- ▶ Determines what resources are already available to address the issue
- ▶ Shows the areas of remaining need
- ▶ Hopefully your project is going to address one or more of those needs

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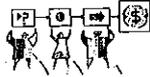
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### Will it work?

- ▶ Research is also solution validation
- ▶ Is my proposed solution viable?
  - Will it work the way I think?
  - Is it an "outside the box" idea?
  - Is there more than one possible solution?
- ▶ Does it pass the "REALITY CHECK"?
  - No plan is foolproof
  - Look for every possible problem with your solution, small or large, and be prepared to propose ways to eliminate those problems or at least address why they don't concern you



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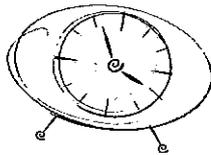
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### Research

- ▶ Data provides:
  - Value
  - Credibility
  - Impact
- ▶ Gathering data takes time
- ▶ Start with the easy stuff first
  - What do you already know about the problem or solution?
  - What do you need to back-up what you already know about the problem/solution?



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### Research

- › Discovery
  - You may find some things you didn't know!
  - You might even find something BETTER
- › Data collection requires patience and common sense
  - Beware of collecting too much
  - Beware of collecting national-level data
    - You are not operating a nationwide project - keep it as local as possible, especially regarding the problem side of your project



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### Research

- › This process may lead to many changes and refinements to your original idea
- › Data may not be what you expected
  - The problem may not exist or be as big as anticipated
  - The proposed solution may have a history of failure
- › Mulligans
  - You can get a do-over during the development stage because no one has to know about it!



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### Tips and Tools

- › Where to get stats:
  - [http://www.ok.gov/osbi/Publications/Crime\\_Statistics.html](http://www.ok.gov/osbi/Publications/Crime_Statistics.html)
    - Uniform Crime Reports for Oklahoma from 2002 to 2009
    - Broken down by crime, county, police departments/sheriff's offices
  - <http://www.disastercenter.com/crime/okcrimn.htm>
    - Oklahoma crime rates from 1960 to 2009
    - Provides links to individual county reports from 1980 to 2005
    - Provides Oklahoma's national ranking from 2005 to 2008 in 11 categories



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### Tips and Tools



- Where to get stats:
  - <http://www.neighborhoodscout.com>
    - Can search neighborhood areas for some locations
    - Can search crime rates for some locations
    - Not all small communities have complete information
  - <http://spotcrime.com/ok>
    - Not a complete picture: OKC, Tulsa, Shawnee, Lawton
    - Contains info on some OSU, OU and TU campus crimes

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### Tips and Tools



- Where to get stats:
  - <http://www.fbi.gov/about-us/cjis/ucr/ucr>
    - FBI website
    - Lots of different kinds of statistics in convenient PDF formats
  - <http://bjs.ojp.usdoj.gov/>
    - Bureau of Justice Statistics website
    - TONS of information
    - Not very user-friendly, but data can be found

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### Tips and Tools



- Where to get stats:
  - Google
    - It may not get you exactly where you want to go, but it can get you started
  - PEOPLE
    - Novel idea! There may be people in various agencies and organizations who can either provide what you need or point you in the right direction
  - Libraries
    - Don't be afraid to go old-school, especially at universities or colleges
    - Great resource for research articles, professional journals, and academic journals

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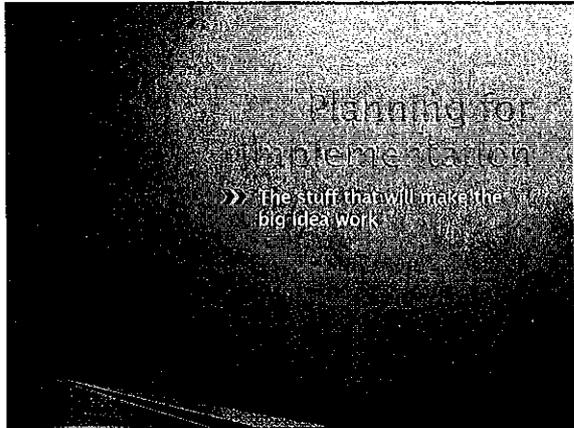
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### How will it work?

- ▶ Once the supporting research is gathered - it is time to decide:
  - How the project will operate
  - What are the expected outcomes
- ▶ Goals and Objectives
  - Goals are broad, general statements
    - Realistic
    - Clearly stated
  - Objectives explain how the goals will be accomplished
    - Specific actions and timelines
    - Measurable




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### Save the date...

- ▶ Goals and Objectives are so vital they have their own Webinar!
- ▶ July 13, 2011

**GRANT WRITING TRAINING**

Date: 7/13/2011  
Time: 1:30 p.m.

Topic 6:  
**The Devil's in the Details**

For a complete schedule of training events, go to [www.gps.wisc.edu/grant](http://www.gps.wisc.edu/grant)

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### Planning for Implementation

- ▶ **Coordination**
  - Are there community partners who would be needed or simply willing to participate?
  - From the beginning, let them know it is a possible grant project
- ▶ **Consult**
  - Much easier and more meaningful to do when not under the pressure of an application deadline
  - Share ideas
  - Great way to make connections even if the project does not end up as a grant-funded project



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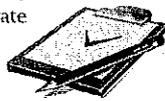
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### Planning for Implementation

- ▶ **DUNS numbers and CCR Registration**
  - All grants require that applicants have a valid DUNS number and an "active" CCR Registration
- ▶ **DUNS number is a nine-digit number that is assigned to your agency as a business**
  - Can take several days to get a number assigned
- ▶ **Central Contractor Registry (CCR)**
  - Can take up to four weeks to activate



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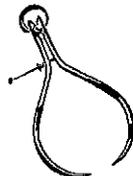
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### Tips and Tools

- ▶ **DUNS**
  - <http://fedgov.dnb.com/webform>
- ▶ **CCR**
  - [www.ccr.gov](http://www.ccr.gov)
  - Must have a DUNS number to register here!!
- ▶ **Can take several weeks to get these things taken care of - so do it early!**



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### Tips and Tools

- › Take notes when doing research
  - Watch out for goals, objectives, and activities others have utilized
  - Look for alternate ways to use those ideas
- › Use goals and objectives from previous projects
  - If it works – it works!



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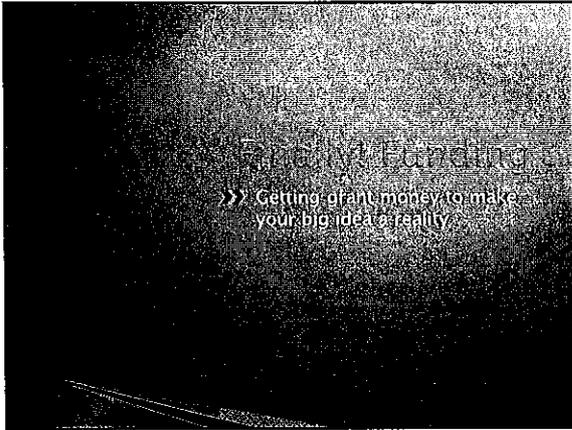
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### Grants Funding

›› Getting grant money to make your big idea a reality



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### How do we pay for it?

- › Determining how to pay for a project is an important part of the development
- › Don't try to make the project fit the funding source – instead find the funding source to fit the project
- › Don't put all your eggs in one basket
  - There maybe multiple funding sources available for a project



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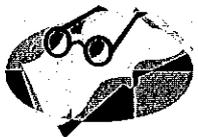
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### Read the application

- › Read ALL grant materials
  - Notice of Availability of Funds
  - Opportunities Postings
  - Grant Application Instructions
  - Grant Application
- › Provide all the information required
  - Eligibility
  - Allowable expenses
  - Allowable activities
  - Award amounts
  - Restrictions
  - DEADLINES!



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### Read the application

- › Read the application - twice
  - Read it once for content
  - Read it a second time with a **highlighter**
    - Highlight all the separate components of the application that must be submitted



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### Ask for help

- › Clarifications
  - Grant solicitations will include contacts
  - If you have a question - ask
  - Grant managers would rather answer a question up front than have to reject a grant for a preventable reason like eligibility or unallowable requests
- › Program managers/specialists
  - Can tell you if a project seems allowable
  - Can tell you if a budget item is allowable
  - Cannot tell you whether or not a project "would" be funded
  - Cannot pre-screen applications prior to submission

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### Save the dates

- ▶ Create a timeline for the application
  - Sometimes you have three months and sometimes you have three weeks
  - Every application is different
- ▶ Put the deadline dates on your calendar
- ▶ Contact community partners to alert them that you are preparing an application
  - Ask for a letter of support if it is required
  - Provide examples of letters
  - Give them as much time as possible to complete the letters – they are doing you a favor!




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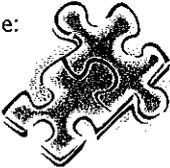
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### Pieces of the puzzle

- ▶ Applications generally include:
  - Problem Statement
  - Project Narrative/Description
  - Goals and Objectives
  - Budget
  - Attachments
- ▶ Most grant applications will clearly state that if any one of the components is missing – the application will be rejected without review




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### Problem Statements

- ▶ The Problem Statement is exactly what it sounds like – this is the problem/issue your project will address
- ▶ This is the place to include the data that validates the problem
  - Impact
  - Credibility
- ▶ Some applicants put together long diatribes about general issues
  - Keep it local and specific
- ▶ Be sure to answer these questions:
  - Why is this problem occurring your area?
  - What has been done to address the problem so far and has it been successful?




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## Project Descriptions



- › This is the place to describe your proposed solution to the problem statement
- › Don't skip on the details – grant readers want you to be as specific as possible about your plan
- › Make clear statements about projected accomplishments
- › This is a great place to tell funder why your agency is the one to execute this project

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## Tips and Tools



- › Grab the reader's attention, but don't be wordy
- › If the problem statement and project description/narrative are in the same section, make a logical progression from problem to solution
- › Provide a brief description of the community and your agency
  - Gives the reader a context for the project
- › Be specific about implementation
  - Who is responsible?
  - What are the expected outcomes?
  - Do you have community partners? What is their role?
- › Address possible obstacles to your project
  - Provide information on how your agency will address them

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## Save the Date...

Thursday  
June 9, 2011

1:30 p.m.

**GRANT WRITING TRAINING**

Date: 6/9/2011  
Time: 1:30 p.m.

Topic 4:  
**Your Master Plan**

Do you have a clear vision of your organization's future? Do you have a plan to achieve that vision? This session will help you develop a clear, concise, and compelling master plan for your organization.

Key topics include:

- How to develop a clear vision and mission statement
- How to set strategic goals and objectives
- How to develop a budget and financial plan
- How to develop a marketing and communication plan
- How to develop a human resources plan
- How to develop a risk management plan

For more information, contact:  
Liz Johnson  
214.555.7000 ext. 2020  
ljohnson@grantsolutions.com

Do you have a clear vision of your organization's future? Do you have a plan to achieve that vision? This session will help you develop a clear, concise, and compelling master plan for your organization.

Key topics include:

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- How to set strategic goals and objectives
- How to develop a budget and financial plan
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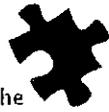
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## Goals and Objectives



- › Usually the most difficult section for the majority of applicants
- › Goals and objectives lay out exactly what your program will do and how well it will do it
- › How are you going to show your funder the project is successful?
  - Continued funding depends on successful implementation
  - Most federal reports want numbers
- › Goals and objectives are not the same thing

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## Goals and objectives

- › Goal: a broad, general statement that identifies the long-range purpose of a project
  - Not measurable and not specific
- › Objectives: describe what is to be achieved or accomplished to meet the goal in specific, measurable terms
- › These are measurable
  - There should be a number somewhere in the objective



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## Tips and Tools

- › Don't be vague or unrealistic
  - Goals and objectives need to be obtainable
- › Make sure the objectives are logical for the goal
- › Make sure they are relevant to the proposal
- › Make sure they are allowable



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### Tips and Tools



- › Do not pad your budget
  - Ask for what you need to be successful
- › Pay attention to the amount of money available
  - Requesting more money than is even available tells funders and readers that the applicant did not read or prepare carefully
- › Do not request unallowable items
- › Do not skip the narratives
  - Funders will not fund categories without some sort of justification

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### Save the Date...

Thursday  
August 18, 2011  
1:30 p.m.

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### Attachments



- › Grant applications can have no attachments, one attachment, or 10 attachments
- › Most applications will include the list of attachments in more than one location
  - In the body of the solicitation
  - In the application in at least two places
- › Generally, there will be a checklist at the end of the application solicitation that lists all the attachments

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### Attachments

- › CCR (Central Contractor Registry) Registration
- › Tax Exempt Status
- › Memorandums of Understanding
- › Documentation of Collaboration
- › Progress Reports
- › Past Budgets
- › Job Descriptions
- › Certifications
- › Organizational Charts
- › Board of Director Lists
- › Many others



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### Tips and Tools

- › Make a checklist of your own
- › Double-check it before uploading or mailing
- › Do not ignore the checklist
- › Be sure to keep a copy of the entire application with attachments



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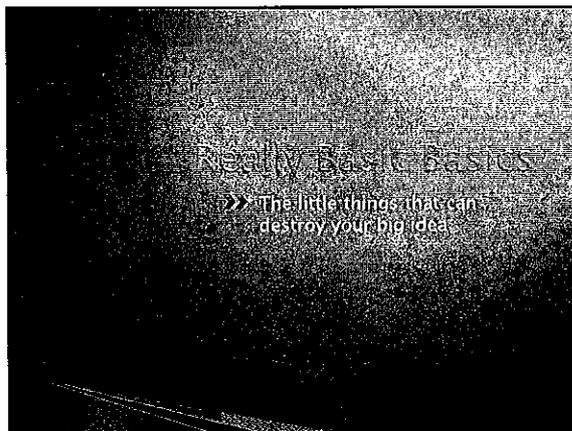
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Really Easy to Basics  
>>> The little things that can destroy your big idea

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### Spelling and Grammar

- › You don't get a second chance to make a first impression
  - Your grant application may be the first time a grant reader has ever heard of your agency
- › Nothing indicates a poorly thought-out grant project like spelling and grammar mistakes



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### Spelling and Grammar

- › Poor spelling and grammar is probably the second biggest indicator that an agency will not do well managing a grant
  - The first is leaving sections unfinished or leaving them out all together
- › "But I am not a writer!"
  - Find someone who is a writer or at least a really good reader
    - They can spot needed corrections



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### Tips and Tools

- › Read your application from beginning to end
- › Journalism tip:
  - Read it aloud – if it doesn't flow when you read it aloud, it won't flow for the next person who reads it
- › [www.dictionary.com](http://www.dictionary.com)
  - Dictionary, thesaurus, quotes, translation
- › [www.merriam-webster.com](http://www.merriam-webster.com)
  - Dictionary, thesaurus, Spanish-English



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### Deadlines

- › One of the most basic mistakes applicants make
- › One of the most avoidable mistakes
- › Grant deadlines are not flexible




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### Types of Deadlines

- › Registration deadlines
  - Some grants, especially federal, ask for potential applicants to register about a month before the actual deadline
  - Usually not an obligation, but more of a heads-up
- › Application deadlines
  - This is usually found on the front page of a grant solicitation, on the front of the application, AND in the body of the instructions
  - Non-negotiable and not flexible – If you miss it your agency is out




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### Tips and Tools

- › The second you decide to apply, mark the deadlines on your calendar
  - Some federal grants have very short application periods
- › Create a timeline for your application
  - Do you need Memorandums of Understanding? Do you need support letters? When do you need to start gathering them in order to meet your deadline?
  - Are you registered at [www.ccr.gov](http://www.ccr.gov)?
  - Don't forget time for proofing and editing!
  - Whose signatures do you need? Are they planning any trips?




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**2011 Grant Writing Training Events**

- › Your Master Plan: Problem Statements and Project Descriptions
  - 6/9/11 @ 1:30 p.m.
- › Show Us the Money: Budget Issues
  - 8/18/11 @ 1:30 p.m.
- › The Devil's in the Details: Goals & Objectives
  - 7/13/11 @ 1:30 p.m.




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**Presentations**

- › Available at: [http://www.ok.gov/dac/Federal\\_Grants/Grant\\_Writing\\_Training\\_and\\_Resources/index.html](http://www.ok.gov/dac/Federal_Grants/Grant_Writing_Training_and_Resources/index.html)
- › Top right corner
- › Within 2 days of the Webinar




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**Federal Grants Division**

**DeLynn Fudge**  
Director  
delynn.fudge@state.ak.us

**Gregory MacNeil**  
Program Specialist  
TAC/RCHP/RSAP/PSN

**Tara Roberson-Moore**  
Program Specialist  
VAWA/SASP/Rural DV/NFSIA  
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**Virginia Ezzell**  
Fiscal Analyst

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