

GRANT WRITING 101
 Tips and Tools for Writing Successful Grants

The Devil's in the Details

Writing goals and objectives

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Welcome!

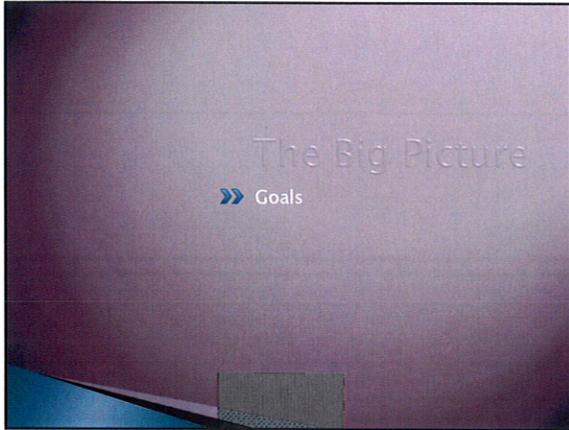
- ▶ This is the fifth in a series of Grant Writing Webinars offered by the District Attorneys Council Federal Grants Division in 2011
- ▶ Today's Webinar provides some tips and tools for writing goals and objectives
- ▶ Presentation will be posted at www.ok.gov/dac within two days of the the Webinar



Introduction

- ▶ Goals and objectives are not the same thing
- ▶ Usually the most difficult section for the majority of applicants
- ▶ Lay out exactly what your program will do, how it will do it, and how well it will do it
- ▶ Shows funders how the project will measure success





Goals Defined

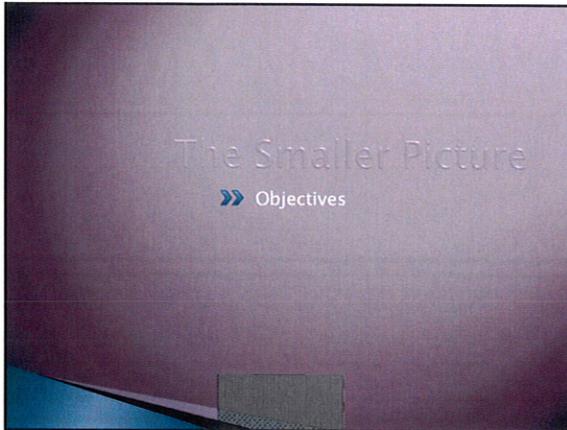
- ▶ Goal: a broad, general statement that identifies the long-range purpose of a project
 - Example: To improve the response to domestic violence in the community.
 - Example: To investigate and disrupt the methamphetamine trafficking networks operating throughout the district.
- ▶ Not measurable and not specific



Goals

- ▶ Proposed projects should have at least one goal
- ▶ Goals should always be consistent with the overall purpose of the agency and the project
- ▶ Must be obtainable
 - Sweeping declarations about wiping out drug use or domestic violence are not realistic





Objectives

- ▶ Objectives: describe what is to be achieved or accomplished to meet the goal in specific, measurable terms
- ▶ Two kinds of objectives:
 - *Both types may not be applicable to all projects*
 - **Implementation:** operation and delivery of the project
 - Hiring, training for new hires, what's needed to start providing services
 - **Project Outcome:** benefits you hope to produce through the project
 - Observable changes in knowledge, attitude, skill, behavior, or performance

Objectives

- ▶ Break it down:
 - What steps will be taken to obtain the stated goal?
 - Start at the beginning and make a list of all the steps that will be taken to reach the goal
- ▶ One goal with multiple, relevant measurable objectives is perfectly acceptable
 - Having a single objective is not acceptable, unless the proposal has multiple individual goals with individual objectives

Objectives

- ▶ Having trouble thinking of measurable objectives?
 - Job description
 - Federal Reporting requirements
- ▶ Objectives need to be logically linked to the goal
 - EXAMPLE: If the goal is to increase the skill level of law enforcement officers through training, the objective cannot be "to report more cases of sexual assault to the prosecutor's office"

Objectives

- ▶ MEASURABLE
 - At the most basic level, this means there should be a number somewhere in the objective
 - To assist 100 victims with protective orders
 - To investigate 15 reports of clandestine methamphetamine labs
 - To take photos of domestic violence victims in 25 cases
- ▶ Do NOT use percentages unless a baseline number is provided
 - To increase prosecutions of misdemeanor domestic violence cases by 20% means nothing

Objectives

- ▶ Use quantifiable verbs when writing proposal objectives
 - Increase
 - Decrease
 - Reduce
 - Expand
 - Establish
 - Provide
- ▶ Examples:
 - To respond to 75 domestic violence victims
 - To make at least 60 drug-related arrests within the district

Objectives

- ▶ Objectives become the criteria by which the effectiveness of the program is judged
- ▶ Objectives should tell funders:
 - What is going to be done
 - How it will be done
 - When it will be done
 - How the results will be measured



Details, Details, Details

»» Good and bad examples

Goals: EXAMPLES

- ▶ Weak:
 - To continue the work of the advocate
 - To reach out to victims of sexual assault
 - To improve collaboration
 - To reduce sexual assault
- ▶ Strong:
 - The goal of this project is to increase counseling services to sexual assault victims.
 - The goal of this project is to improve the response to sexual assault victims by providing a specialized sexual assault advocate who will accompany victims to court proceedings.

Objectives: EXAMPLES

- ▶ Weak:
 - To continue the work of the advocate
 - To decrease the number of domestic violence calls to law enforcement
 - To address meth labs in the jurisdiction
- ▶ Strong:
 - To provide individual counseling to XX victims of sexual assault
 - To provide safety planning to XX victims
 - Increase the number of cooperating victims to XX
 - Make arrests in XX meth lab-related cases

Tips and Tools



- ▶ Don't be too 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
- ▶ Objectives are measurable
- ▶ Goals are not measurable

Tips and Tools



- ▶ Make sure they are allowable
- ▶ Request a blank copy of the required federal reports
 - You have to keep the statistics set forth in those reports, so why not use them as a guide for your goals and objectives?
- ▶ Take a look at the job description for the position

Tips and Tools

- ▶ One goal with several objectives is perfectly acceptable on small proposals
- ▶ Do NOT list several objectives that pertain to attending or organizing meetings
 - On the VAWA/SASP grants, the funding board has specified core victim services as the priority for funding
 - CCR Teams are not supported by these funds

Questions?



Save the Date...

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

GRANT WRITING TRAINING

Date: 8/18/2011
Time: 1:30 p.m.

**Topic 6:
Show Us
the
Money**

Presented by: [Name]

For a complete schedule of training events, go to: www.dh.gva.gov/Grant-Writing-Grants

Presentations

- ▶ Available at:
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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