



Webinar for VISTA

Welcome

to

Writing Winning Grant Proposals

To join the audio portion, please dial:

1.800.369.1184

Passcode: 2602806

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**CAMPAIGN
CONSULTATION
INCORPORATED**

Today's Team



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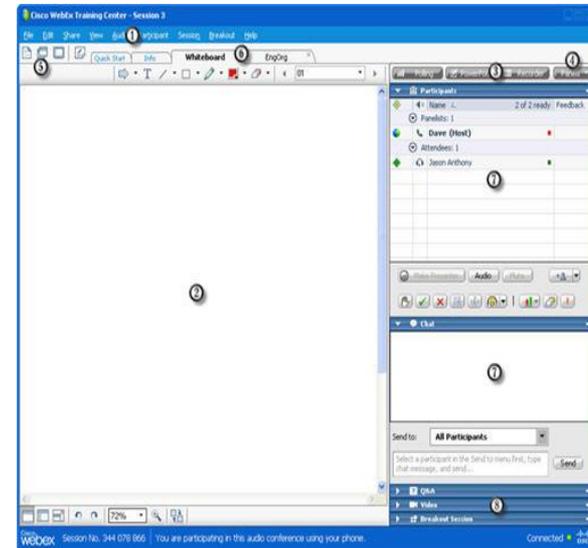
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Tips for using WebEx (this virtual workshop tool)

1. If you lose your internet connection, go back to your email and reconnect using the link that was emailed to you.
2. If you lose your phone connection, re-dial the phone number and re-join.
3. Your voice will be muted but we will open the line for questions. At any point, please ask questions in the Q&A Feature at the lower right of your screen. You may also post comments in the chat feature (above the Q&A) also on the right.



Writing Winning Grant Proposals
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Plan Your Professional Development



Andy King
Training Specialist
AmeriCorps VISTA

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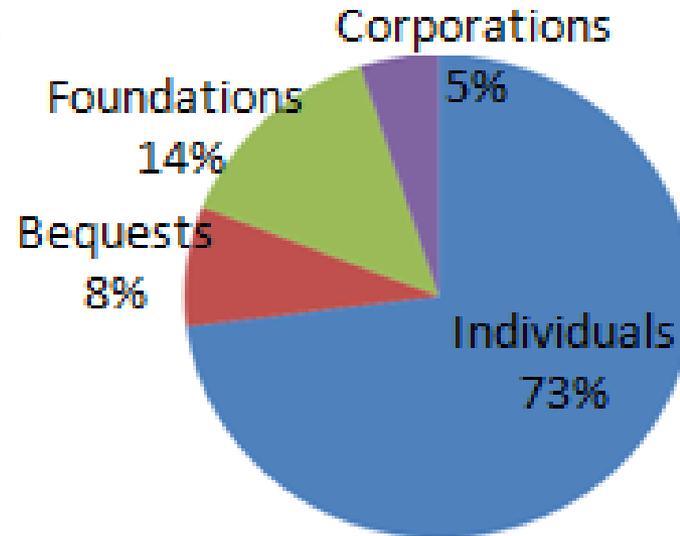
Today's Agenda

- Foundation facts
- Foundation distinctions
- Where to find the funders
- What funders want
- Foundation visits
- Writing the proposal
- Proposal writing resources
- Next Steps

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Foundation Facts

- More than 100,000 foundations in the U.S.
- \$41.7 billion in 2011
- 12-14% of all giving
- Give 5%
- 501(c)(3) status – with a few exceptions
- IRS 990
- Program support



Source: Giving USA 2012

Foundation Distinctions

■ Private Foundations

- Independent or Family Foundations
- Company-sponsored or Corporate Foundations
- Operating Foundations

■ Public Foundations

- Community Foundations
- Giving Circles
- Special Funds

Where to find funders

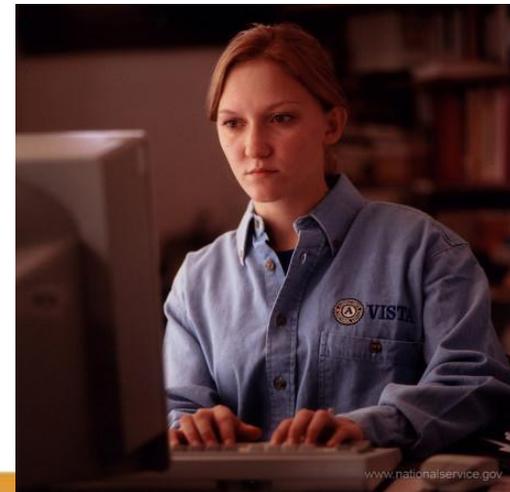
- The Foundation Center, <http://fdncenter.org/>
- GrantStation <http://www.grantstation.com/>
- Forum of Regional Assoc. of Grantmakers
<http://www.givingforum.org>
- Search engines
- Local friends and donor contacts
- Competitors
- Publications: *The Chronicle of Philanthropy*
The NonProfit Times
Philanthropy News Digest

Learning about Funders

- Foundation annual reports
- Corporate websites
- Corporate annual reports
- IRS Form 990-PF
 - <http://grantsmart.com>
 - <http://www.guidestar.org>
- Publications: *The Chronicle of Philanthropy*
The NonProfit Times
Philanthropy News Digest

What you need to know

- What types of grants do they make?
- What is their “field of interest?”
- Are there geographic restrictions?
- What is their schedule?
- What size grants do they give and for how long?
- Do you have any connections?
- What is the initial approach?



What funders want

- To give away their money
- A good fit with their priorities
- Creative solutions
- Measurable results, efficiency and accountability
- A plan for sustainability
- Other funders
- A well-written proposal
- A relationship

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Foundation Visits

When you visit a foundation

- Make the contact in advance of any funding requests you might submit
- Stewardship of past support
- Brief all visitors
- Prepare an agenda
- Bring a packet
- Ask about other opportunities
- Call if you must

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Foundation Visits continued

When a foundation visits you

- Ask the funder exactly what they want to see
- Ask if there is any information you should gather before the funder arrives
- Brief all participants from your organization
- Be flexible about the appointment
- Prepare some stories which you don't get to include in a grant proposal
- Ask questions

Writing the Proposal

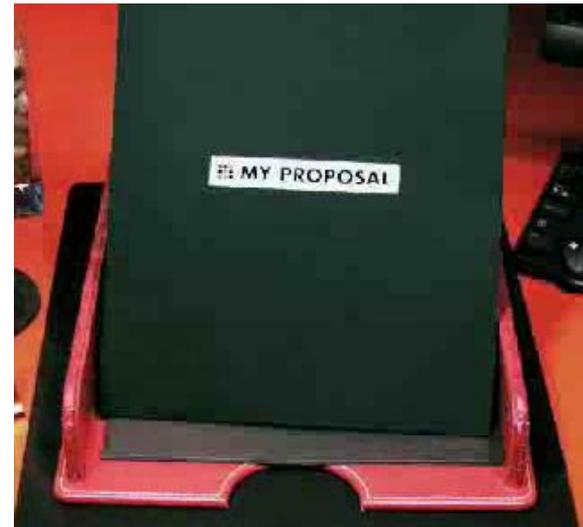
- **Proposal contents**
- **Writing the proposal narrative**
- **The proposal package**
- **Following up**



Writing the Proposal (cont.)

Proposal Contents

- Cover letter
- Title page and table of contents
- Executive summary (1 page)
- Narrative (8-10 pages)
- Budget
- Appendices and supporting materials



Writing the Proposal (cont.)

The Narrative

- Statement of Need
- Project description
- Organization information
- Conclusion



Writing the Proposal (cont.)

The Narrative

- Statement of Need (1-2 pages)
 - Problem or issue to be addressed
 - Audience/community
 - Supporting facts and statistics

Examples:

- *80% of students Marshall Elementary School are reading one grade or more below grade level.*
- *Veterans in the community lack meaningful opportunity to integrate.*

Writing the Proposal (cont.)

The Narrative

- Project description (3-4 pages)
 - Goals
 - Objectives
 - ✓ Specific
 - ✓ *Measurable*
 - ✓ *Achievable*
 - ✓ *Realistic*
 - ✓ *Time sensitive*

SMART

Writing the Proposal (cont.)

The Narrative

- Project description (3-4 pages)
 - Goals
 - *Increase the reading level of students so that they read at grade level by the next year.*
 - Objectives
 - *Recruit 20 students who are one grade below reading level in grade 3.*
 - *Recruit and train 20 volunteer tutors for one year.*
 - *Increase reading activity of selected students.*

Writing the Proposal (cont.)

The Narrative

- Project description (3-4 pages)
 - Methods
 - *A tutor will be assign to work with one student two days a week in the classroom.*
 - Staffing
 - *A project supervisor will oversee the program*
 - *An AmeriCorps VISTA volunteer will recruit and train volunteers.*
 - *A reading specialist will be contracted to develop a literacy curriculum.*

Writing the Proposal (cont.)

The Narrative

- Project description (3-4 pages)
 - Evaluation
 - Quantitative
 - ✓ *A pre-and-post test will be administered.*
 - Qualitative
 - ✓ *Student folders will provide ongoing evidence of improvement.*
 - ✓ *Anecdotal evidence will be gathered from the teacher.*

The Narrative

- Project description (3-4 pages)
 - Sustainability
 - Is the project replicable?
 - Can it be picked up by another overseer?
 - Is there interest in continued funding?

The success of this project will lead to adoption by the school system and additional funding will be sought from individuals, local corporations and foundations.

Writing the Proposal (cont.)

The Budget

- Expenses
 - Direct Costs
 - ✓ Personnel
 - ✓ Non-personal
 - Indirect Costs
- Income
- Budget narrative



Writing the Proposal

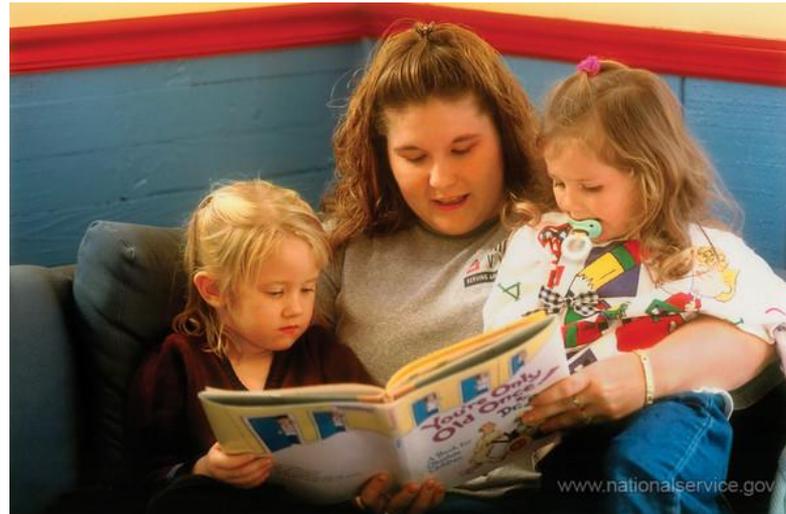
Sample Budget

EXPENSES:	
Personnel Costs:	
Executive Director: 5% time @\$80,000	\$ 4,000
Program Supervisor: 20% time at \$42,000	8,400
Benefits/taxes @20%	2,480
Personnel Costs subtotal	\$ 14,880
Non-Personnel Costs	
Reading Specialist: 20 days @\$500/day	\$ 10,000
Reading materials	4,000
Supplies and printing	2,000
Transportation for tutors	2,000
Snacks for trainings and meetings	1,000
Phone and internet	1,000
Total Direct Costs	\$ 34,880
Indirect Costs 15%	\$ 5,232
TOTAL BUDGET	\$ 40,112

Writing the proposal

Organizational Information

- Mission and history
- Programs
- Board and Staff



Writing the proposal

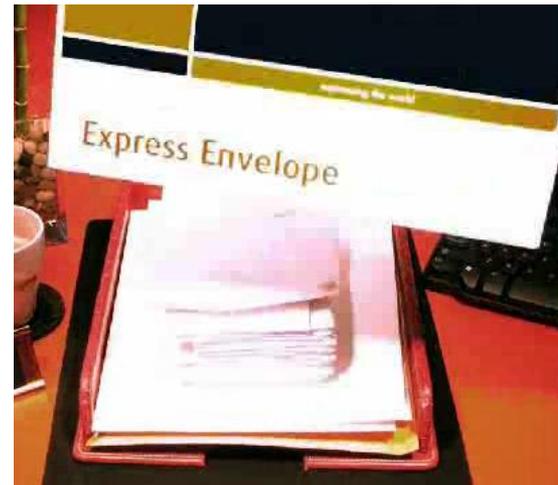
Executive Summary

- A one page presentation of your proposal
- Write it after you write the proposal
- Include:
 - ✓ Statement of need (1 paragraph)
 - ✓ Goals and objectives (2-3 paragraphs)
 - ✓ Cost of the project and amount requested (1 sentence)
 - ✓ Background of your organization (1 paragraph)

Writing the Proposal

Appendices and Supporting Materials

- IRS determination letter
- Financial documents
- Board and staff
- Supporting materials



Writing the Proposal

The Proposal Package

- Cover letter
 - ✓ Reference any recent contact or previous funding
 - ✓ Request for funding
 - ✓ List of what is in the package
 - ✓ Offer to meet, answer questions and provide additional information
 - ✓ Contact information
- The proposal
- Supplemental materials
 - ✓ Brochures, annual reports, newsletters, audited report, etc.

TIPS

- Allow time
- Follow funder's guidelines
- Talk to the funder if possible
- Brainstorm and make an outline
- Write in correct English and avoid jargon
- Give to an outside reader
- Assure timely delivery

Follow-up

If you get the grant...

- Say “thank you”
- Provide appropriate stewardship
- Provide timely reports

If you don't get the grant

- It's not personal
- Contact the funder
- Ask about future funding
- Look for other prospects





Questions?



VISTA campus

... on Poverty, however
aterializes the initiative.

1964

Congress passes the Economic Opportunity Act of 1964, creating
program to engage Americans in fighting poverty.

Celebrating 45 Years of Volunteers In Service To America

- About VISTA 
- VISTAs 
- Leaders 
- Alumni 
- Supervisors 
- State Offices 



<http://VISTACampus.gov/>


Life as a VISTA
The Work
Connect with VISTAs

VISTA Campus > VISTAs



LIFE AS A VISTA

THE WORK

CONNECT WITH VISTAS



Greeting VISTA
What to know before you begin.

VISTA Events

November 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Ongoing Learning

Campus Catalog

Browse our list of resources

Member Handbook

Quick Links

1. Finding Help
2. The VISTA Blend
3. Relocation Fact Sheet
4. Take a Campus Tour
5. VISTA Map



Life as a VISTA

Information and resources to navigate through your service year.

[Learn More](#)



The Work

Tools to increase your skills in areas relevant to your assignment.

[Learn More](#)



Connect with VISTAs

Interactive space to learn and share with your VISTA community.

[Learn More](#)

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The Work
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Search

LIFE AS A VISTA

THE WORK

- Working with Volunteers
- Fundraising
- Communications & Marketing
- Workplace & Service Site
- Building Partnerships
- Community Development
- VISTA Program Areas
- Poverty in America
- Project Management

CONNECT WITH VISTAS

Campus Catalog
Browse our list of resources

Member Handbook

 Working with Volunteers	 Fundraising	 Communications & Marketing
 Workplace & Service Site	 Building Partnerships	 Community Development
 VISTA Program Areas	 Poverty in America	 Project Management

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United We Serve
SERVES



Resources

On the VISTA Campus...

Building Your Case for Support
Producing Proposals That Work
Writing Proposals
Mission Possible

Other...

The Foundation Center <http://foundationcenter.org/getstarted/>
Grant Space <http://www.grantSPACE.org/>
University of Wisconsin Libraries
<http://researchguides.library.wisc.edu/content.php?pid=16143&sid=108666>
Associated Grant Makers <http://www.agmconnect.org/>
Grants.gov
http://www.grants.gov/applicants/app_help_reso.jsp



Your Tips And Resources

Next Steps

- Take a course in the Fundraising or Communications & Marketing section of the VISTA campus
- Search the VISTA forum for ideas on writing proposals or post a message with a new question
- Look for other proposal-writing resources at: <http://fdncenter.org/> or <http://grantstation.com/> (or other sites that would be valuable)
- Attend a local fundraising workshop offered by community foundations or regional associations of grantmakers (<http://www.givingforum.org>)

THANK YOU

for your participation!

If you have further questions or need more information, contact us: VISTACAMPUS@CampaignConsultation.com

Social Media Monday

Using Twitter to Mobilize Your Community
Monday, December 3, 3 p.m. ET

Webinars for VISTAs

Using the Education Award and Managing Student Loans
Wednesday, December 19, 2 p.m. ET

Check the calendar on the VISTA Campus
for a complete schedule of VISTA webinars