

# GRANTWRITING

## Parts of a Proposal

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# Typical Proposal Parts

- Need Statement
- Project Design
- Goals and Objectives\*
- Management and Organizational Capacity
- Collaboration
- Evaluation\*

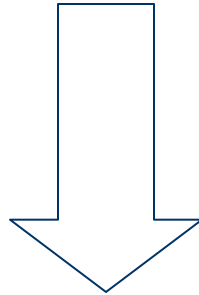
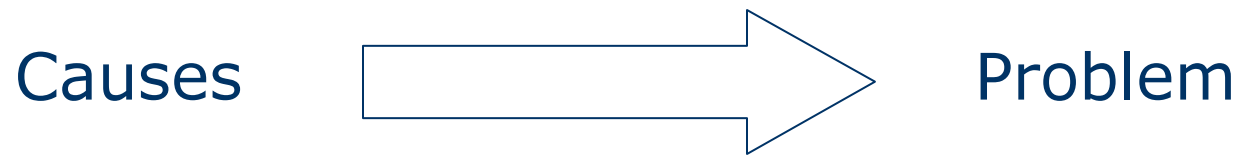
\*Will be discussed in more depth by Susan; see your manual for information on these topics.

# Need Statement

- Research!
- Tools:
  - [www.census.gov](http://www.census.gov)
  - Federal agency websites (examples: [www.hhs.gov](http://www.hhs.gov) and [www.ers.usda.gov](http://www.ers.usda.gov))
  - State agency websites (examples: [www.health.state.nm.us](http://www.health.state.nm.us) and [www.edd.state.nm.us](http://www.edd.state.nm.us))
  - Foundation websites (ex: [www.aecf.org](http://www.aecf.org))

## Need Statement, cont'd.

- Remember to write about the problem, not just the symptoms of the problem.



How will you help???

## EXAMPLE:

New Mexico has the unfortunate distinction of having the third-highest rate of sex crimes per capita in the country. Recent reports cited New Mexico's capital, Santa Fe, as having one of the highest incidences of rape per capita in the nation: 94 per 100,000 people, as compared to the national average of 36 per 100,000 people.

***Discuss: Problem vs. Symptoms -- Leads to Solution***

## Need Statement, cont'd.

- Keep in mind the AGENCY's need versus the COMMUNITY's need. Refer to your mission!
- Other tips:
  - Wording of statistics
  - “weighty words”
  - Address the 5 W's
  - Tell a story

# Storytelling

- What brings your story to life?
- Examples

# Program Strategy and Design



**Don't try to fit a  
round program into  
a square RFP!**

## **Tips: Program Strategy & Design**

- Corroborate your needs statement.
- Determine project precedents.
- Innovation.
- Replication and dissemination.
- Continuation plan.
- Determine resource provisions.

# Management and Organizational Capacity

- Are you capable of doing what you say you will do?
- How will the funder know their money will be used wisely?

# Management and Organizational Capacity, continued

## Start-ups:

- Highlight experience and qualifications.
- Discuss *why* the organization was founded. Use storytelling here.
- Collaborators?

# Collaboration

- “The image of the lone genius inventing ideas from scratch is romantic and engaging, but it’s dangerous fiction.” (Harvard Business Review on Innovation)
- “All of us are smarter than some of us.” (Managing Innovation)

# Goals & Evaluation

- Goals
- Objectives
  - Outcome
  - Process
- Evaluations
  - Process/Formative
  - Outcome/Summative
  - Impact

See handout in your manual; Susan will discuss in more depth.

# Additional Information

- Check contact information for training and technical assistance
- Submission deadline
- Other tips
  - Compliance with technical requirements
  - Funder's terminology
  - Order
  - Point allocations

# Common Weaknesses and Errors

- Not providing information requested in the RFP
- Proposing something outside the scope of the RFP
- Using outdated information
- Gathering insufficient data
- Unqualified staff/inexperience
- Inappropriate budgets
- Not addressing sustainability



- The Grant Plant is dedicated to providing superior and affordable resource development services to assist nonprofit organizations in enhancing the quality of life for New Mexico residents.
- We offer a range of complementary services to help ease the demand of securing funding for nonprofit organizations, including prospect research, grant writing, editing, and reporting, advice on relationship building, and event management services.



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# Bibliography

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- Morison, K. A Guidebook for Federal Grant Reviewers. 2002.
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# Websites Consulted

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- Census: [www.census.gov](http://www.census.gov)
- CFDA: [www.gsa.gov/fdac/queryfdac](http://www.gsa.gov/fdac/queryfdac)
- Federal: [www.dhhs.gov](http://www.dhhs.gov), [www.ers.usda.gov](http://www.ers.usda.gov)
- FirstGov: [www.firstgov.gov](http://www.firstgov.gov)
- Grants.gov: [www.grants.gov](http://www.grants.gov)
- Federal Register: [www.gpoaccess.gov/fr/](http://www.gpoaccess.gov/fr/)
- New Mexico Register: [www.nmcpr.state.nm.us/nmregister](http://www.nmcpr.state.nm.us/nmregister)
- New Mexico Funding Directory:  
[www.research.unm.edu/funding\\_opportunities/nmfd/](http://www.research.unm.edu/funding_opportunities/nmfd/)
- Foundation Center: [www.fdncenter.org](http://www.fdncenter.org)
- GrantSelect: [www.grantselect.com](http://www.grantselect.com)
- Guidestar: [www.guidestar.org](http://www.guidestar.org)
- State: [www.health.state.nm.us](http://www.health.state.nm.us), [www.edd.state.nm.us](http://www.edd.state.nm.us)