

Persuasive Grant Writing

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SOUTH CENTRAL
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Overview

- A Simple Strategy – The 3 Cs
- Example Funder – The Ford Foundation
- Missed Opportunities and Mistakes with Proposals

The 3 Cs

Your proposal idea and your writing should be:

- Connected
- Compelling
- Convincing

Example: Ford Foundation

- Global Foundation
- Total Giving (2012): \$593,753,416
- Example Program: Sustainable Development
 - **Why it matters:** *Many of the world's poorest families rely on natural resources—forests, grasslands and other natural assets—for their basic livelihoods, yet they have limited rights over these resources. Poor rural communities are also particularly susceptible to the threats posed by climate change.*

Example: Ford Foundation

■ The Focus of Our Work

- We support the development of **natural resource policies and programs** that give poor communities more control over these resources and a stronger voice in decision making on land use and development.
- We focus our efforts on **poor rural communities, indigenous peoples, ethnic minorities and women**, in particular.
- Our work ensures the **international** response to climate change respects the unique circumstances of these communities and contributes to their livelihoods.
- We also support the promotion of **smart environmental policies** that increase poor people's access to natural resources while **simultaneously addressing** climate change.

The 3 Cs - Connect

- How would you connect?
 - Look at the bolded terms in the prior slide
 - Poor communities – need to define it; find out how the Ford Foundation defines it
 - Natural Resources – define these and discover the fit between your needs and the Foundation’s priorities
 - Policies – what has the Foundation funded and supported in the past? Have you leveraged those in your own community? How much has what the Foundation supported affected you and others around you?
 - Learn more about their grant requirements

The 3 Cs – Compel



- What is compelling to the Foundation?
 - They have a strategy
 - Set a clear goal
 - Select strategic approaches
 - Support effective organizations
 - In looking at the awards they have made, they like to work with organizations
 - They support work in analysis, network development, advocacy, litigation and reform
- Can you work in the ways they find compelling?

The 3 Cs - Convince

- How will you convince them with your proposal?
 - You should connect and compel
 - They have goals
 - To promote climate change policies that meet the needs of rural poor communities worldwide
 - You need to connect your goals with their goals
 - Compare your proposed idea with others they have funded and make yours unique
 - Provide carefully planned program details and documentation to minimize perceived risk in funding your proposed program

GRANTS

2014

INITIATIVE	APPROVED*	NO. OF GRANTS	AVG. GRANT*
 <i>Climate Change Responses That Strengthen Rural Communities</i>	5,517	21	262,722
 <i>Expanding Community Rights Over Natural Resources</i>	8,768	44	199,264
TOTAL	\$14,284,795	65	\$219,766

*US \$ In Thousands

Missed Opportunities in Strategy



- Not understanding your ideas/positions/needs/approaches well enough to know when to hold fast and when to be flexible
- Not understanding the needs and the feasibility of what you are proposing
- Not doing your homework to find appropriate funders
- Not doing your homework about the funders you would like to pursue
- Not taking the perspective of the funder
- Thinking this is all about you and not the funder

The “How” of Homework

- Scale: 1 = easy; 5 = difficult
- Collecting Information via the Internet = 2 to 3
- Contact the Funder
 - Call for general information = 1
 - Find a program officer = 3 to 4
 - Have an established relationship with a member of their decision making body = 5
- Knowing their record of funding = 2 to 4*
- Writing a 3 Cs proposal = 2 to 4

Track Records of Funding

- Government Funding – Public Record; online
- Corporations/Corporate Foundations – tax records (Form 990) -
<http://foundationcenter.org/getstarted/tutorials/demystify/access.html>
- Private Foundations (some corporate foundations)
 - Tax Records (above)
 - Foundation Directory Online (next slide)
 - Some free online databases

Recipient Type Primary Subject

Help

Export Data

Geographic Display

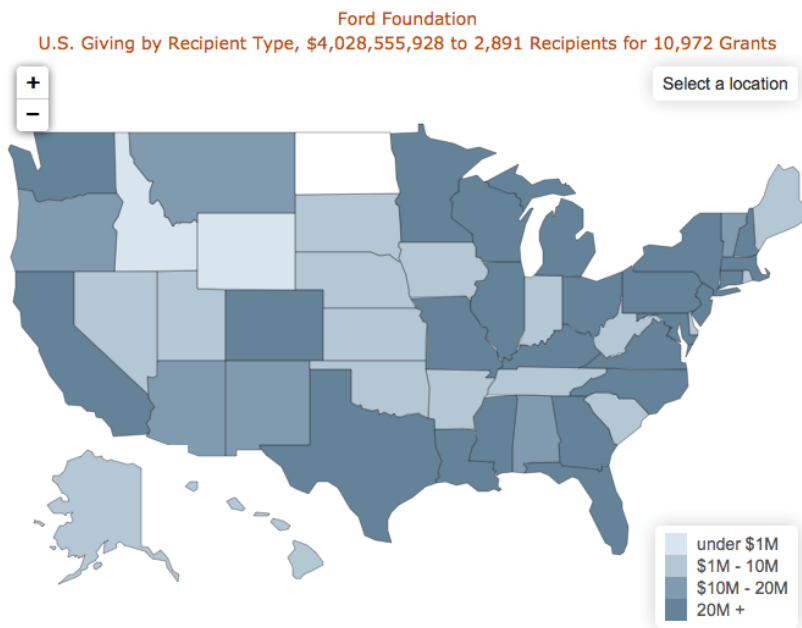
- U.S. Map
- World Map

Year

- All
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 2005
- 2004
- 2003

Recipient Type

- All
- Agriculture/Food
- Animals/Wildlife
- Arts and Culture
- Civil/Human Rights
- Community Development
- Crime/Law Enforcement
- Education
- Employment
- Environment
- Health
- Health Organizations
- Housing/Shelter
- Human Services
- International/Foreign Affairs
- Medical Research
- Mental Health/Crisis Services
- Other
- Philanthropy/Voluntarism
- Public Affairs
- Recreation
- Religion



Location	Amount	Recipient Count	Grant Count
Virgin Islands	\$250,000	2	2
Wyoming	\$460,000	1	2
Idaho	\$905,000	5	7
Delaware	\$1,326,500	1	4
Iowa	\$1,660,000	5	11
Utah	\$1,761,000	1	4
Nevada	\$1,780,000	3	7
South Carolina	\$1,828,666	6	12
Kansas	\$2,444,424	3	10
Oklahoma	\$2,700,000	4	11
West Virginia	\$3,150,000	5	8
Maine	\$3,395,000	10	23
Hawaii	\$3,459,950	10	18

Possible Mistakes with Proposals



- Writing only from your perspective
- Not understanding the funding guidelines/solicitations and how concepts/terms are defined
- Not using tools and resources available to you to include figures, data, and visual ways to use the 3 Cs
- Not following the guidelines/instructions
- Passing up the opportunity to have “new eyes” read the proposal before submission
- Not linking the proposal narrative with the budget request
- Underdeveloping the details of the project/program
- Disregarding the review criteria
- Incomplete proposal, lack of documentation
- Writing as if reviewers should just take your word for what you are proposing

Tools for Finding Funding

- Grants.gov
- Foundation Directory Online
 - Free:
https://fdo.foundationcenter.org/?_ga=1.49063905.676539747.1417727458
 - Subscription:
<https://fconline.foundationcenter.org/search/member-index>
- Pivot
 - Pivot.cos.com (subscription required)
- Register at Various Federal Agencies for funding alerts



Questions?

Grants.gov

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Overview

- Context
- Find
- Apply
 - Register
 - Forms
 - Submitting an Application
- Advice

Did you know...?

- Provide a common website for federal agencies to post discretionary funding opportunities and for grantees to find and apply to them.
- 2002 President's Management Agenda for E-Government
 - Simplified Delivery of Services to Citizens
 - Improve government efficiency and effectiveness
 - Improve government responsiveness to citizens
- Grants.gov website rolled out in 2003
- Vastly improved since 2003

Find – Search Grants

- The Office of Management and Budget (OMB) requires that all of the federal grants-making agencies to post their grant applications to Grants.gov
- Nearly 2000 funding opportunities
- SO MUCH BETTER than it used to be
- Annoying issues (updates to solicitations, FAQs, large files, etc.)
- Requires some practice in reading solicitations to draw out meaningful information for proposal development

VIEW GRANT OPPORTUNITY



HRSA-15-070
Perinatal and Infant Oral Health Quality Improvement Expansion Grant Program
 Department of Health and Human Services
 Health Resources and Services Administration

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SYNOPSIS DETAILS | **VERSION HISTORY** | **FULL ANNOUNCEMENT** | **APPLICATION PACKAGE**

[Print Synopsis Details](#)

The synopsis for this grant opportunity is detailed below, following this paragraph. This synopsis contains all of the updates to this document that have been posted as of **12/4/2014**. If updates have been made to the opportunity synopsis, update information is provided below the synopsis.

If you would like to receive notifications of changes to the grant opportunity click [send me change notification emails](#). The only thing you need to provide for this service is your email address. No other information is requested.

Any inconsistency between the original printed document and the disk or electronic document shall be resolved by giving precedence to the printed document.

General Information

Document Type: Grants Notice	Posted Date: Dec 4, 2014
Funding Opportunity Number: HRSA-15-070	Creation Date: Dec 4, 2014
Funding Opportunity Title: Perinatal and Infant Oral Health Quality Improvement Expansion Grant Program	Original Closing Date for Applications: Feb 27, 2015
Opportunity Category: Discretionary	Current Closing Date for Applications: Feb 27, 2015
Funding Instrument Type: Grant	Archive Date: Apr 28, 2015
Category of Funding Activity: Health	Estimated Total Program Funding: \$1,750,000
Category Explanation: https://grants.hrsa.gov/webExternal/SFO.asp?ID=a87d8379-eb24-49ce-a359-84677a07dc42	Award Ceiling: \$0
Expected Number of Awards: 5	Award Floor: \$0
CFDA Number(s): 93.110 – Maternal and Child Health Federal Consolidated Programs	
Cost Sharing or Matching Requirement: No	

Eligibility

Eligible Applicants: Others (see text field entitled "Additional Information on Eligibility" for clarification)
Additional Information on Eligibility: As cited in 42 CFR Part 51a.3(a), any public or private entity, including an Indian tribe or tribal organization (as those terms are defined in 25 U.S.C. 450b), is eligible to apply for this Federal funding opportunity. If otherwise eligible, faith-based and community-based organizations are eligible to apply. An eligible applicant must have both direct fiduciary and administrative responsibility over the project.

Additional Information

Agency Name: Health Resources and Services Administration
Description: This funding opportunity announcement (FOA) solicits applications for the Perinatal and Infant Oral Health Quality Improvement (PIOHQI) Expansion Grant Program, the second phase of the Perinatal and Infant Oral Health National Initiative. The goal of this grant program, as with this multi-phase initiative, is to reduce the prevalence of oral disease in both pregnant women and infants through improved access to quality oral health care. By targeting pregnant women and infants most at risk for disease, during times of increased health care access, the expected result is improved oral health and oral health care utilization of the mother and her child throughout their lifespan. Oral health is an essential component in promoting and maintaining overall health during pregnancy and throughout one's lifetime. Ultimately, by linking the delivery of oral health with primary care, the overall well-being of pregnant women and infants will be improved. At the end of this funding period, awardees will have defined and implemented evidenced-based models used to successfully integrate quality oral health care into perinatal and infant primary health care delivery systems with statewide reach. These models will: reduce prevalence of oral disease in pregnant women and infants, ultimately reducing Early Childhood Caries (ECC); increase utilization of preventive dental care by pregnant women; establish a dental home/xii for infants (by age one); and reduce dental expenditures. Lessons learned from implementing these state models will be used to develop the National Implementation Framework for Improved Perinatal and Infant Oral Health. As a guide, this framework will support state stakeholders (i.e., government leaders, oral health professionals, community and state health program directors, and others) in their efforts to: (1) expand opportunities for access to direct oral health services; (2) increase delivery of best practices for oral health care, including oral health clinical competencies of primary care providers; (3) enhance statewide data

Apply – Register with Grants.gov

- To apply through grants.gov, “you” must register
 - “you” – an individual -
<http://www.grants.gov/web/grants/applicants/individual-registration.html> (only those funding opportunities that indicate individual eligibility)
 - “you” – an organization or institution
 - <http://www.grants.gov/web/grants/applicants/organization-registration.html>
- Can’t do this at the last minute – takes 3 to 5 business days (suggest that you allow 4 weeks for the process)

Apply – For a Grant

- Step 1 - Find Grant Opportunity for which you would like to apply
- Step 2 - Download Application Package
- Step 3 - Complete the Registration Process
- Step 4 - Complete and Submit the Application Package

Step 4 – Complete the Application

- Application for Federal Assistance – SF 424
 - Standard form
 - Most agencies use it as is
 - 424 Family of Forms -
<http://www.grants.gov/web/grants/forms/sf-424-family.html#sortby=1>
- Most agencies have LOTS of other forms and the application packages tend to pull them all together
- Need the solicitation, agency-specific Grants.gov guides, PDF compatible software, and some experienced colleagues to do a really good job

Submitting the Application

- Warning – you can't just hit “Submit” and go on vacation
 - Grants.gov will verify that it received your application (2 emails, up to 2 business days)
 - You can track your application
 - The funding agency has to retrieve your application and validate it (several days or weeks to know [via email] if this happens)

Submitting the Application

- Your application could get rejected by grants.gov or the funding agency
 - The DUNS number of the submitter does not match the DUNS number on the application.
 - A virus was detected in a file attachment.
 - Attachments do not follow the proper naming convention: 50 characters or less, no spaces, no special characters (-, &, *, %, /, #, \).
 - The application was submitted after the deadline for receiving applications.
 - The submitter does not have an authorized Grants.gov applicant registration.
- All contact is via email – watch for things in Spam/Junk folders
- Deadlines can be missed because of all of this

Advice

- If this is your first Grants.gov submission, start at least 6 months in advance of the deadline
- Gather all of the information you need and try to complete all the forms as if you were completing the real application
- Ask for help
- Lots of advice online
- Remember, this is about improved services from the government to its citizens



Questions?

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