

Introduction to Grant Writing

Key Elements Of Successful Grant Writing and Submission



Today's Goal

- ❖ Learn the core skills for applying and writing federal grants
- ❖ Discover if a funding opportunity is right for you
- ❖ Understand the process and general guidelines of dissecting a funding opportunity
- ❖ Learn how to organize a team to begin the grant process
- ❖ Gain clarity on writing and submitting a completed proposal

PREPARE TO APPLY



Is your organization
registered to apply?

How To Register

- ❖ Data Universal Numbering System (DUNS) Number
 - 1-866-705-5711 or Dun & Bradstreet (D&B) website
- ❖ System for Award Management (SAM)
- ❖ Create a Grants.gov Username and Password

Data Universal Numbering System (DUNS)

Call 1-866-705-5711 or go to the Dun & Bradstreet (D&B) website to apply

You will need all of the information listed below to obtain a DUNS number:

- ❖ Name of organization
- ❖ Organization address
- ❖ Name of the chief executive officer (CEO) or organization owner
- ❖ Legal structure of the organization (e.g., corporation, partnership, proprietorship)
- ❖ Year the organization started
- ❖ Primary type of business
- ❖ Total number of employees (full and part-time)

System For Award Management (SAM)

To register with SAM, go to the SAM website with the following information:

- ❖ DUNS number
- ❖ Taxpayer Identification Number (TIN) or Employment Identification Number (EIN)

Grants.Gov

About Grants.Gov

- ❖ E-Government initiative operating under the governance of the Office of Management and Budget
- ❖ Chartered to deliver a system that provides a centralized location for grant seekers to find and apply for federal funding opportunities
- ❖ Using the Grants.gov system makes it faster, easier and more cost effective for grant applicants to electronically interact with federal grant-making agencies.

There are benefits of using Grants.gov...

Grants.Gov

Benefits

- ❖ Helping the grant community learn more about available opportunities
- ❖ Facilitating interaction with the federal government
- ❖ Simplifying the grant application process to save applicant's costs, time and hassle
- ❖ Making it easier to research and find federal grant opportunities
- ❖ Making electronic grant application processing easier
- ❖ Providing a secure and reliable source to apply for federal grants

LET'S WRITE A GRANT

WORDS OF WISDOM

“There are no such thing as a perfect proposal, so let that idea go. Write a proposal that is true to who you are, that is a genuine reflection of what you do, and realistically identifies what you need in order to do that even better.”

Tom David, California Wellness Foundation

“Presentation and readability is important, particularly for grant review committees. It is important to keep proposals in the order asked for. This makes it easier for reviewers who do not want to have to search for information needed when they are making comparisons with other proposals.”

Paula Morris, The Horizons Foundation



Why Do You Write A Grant?

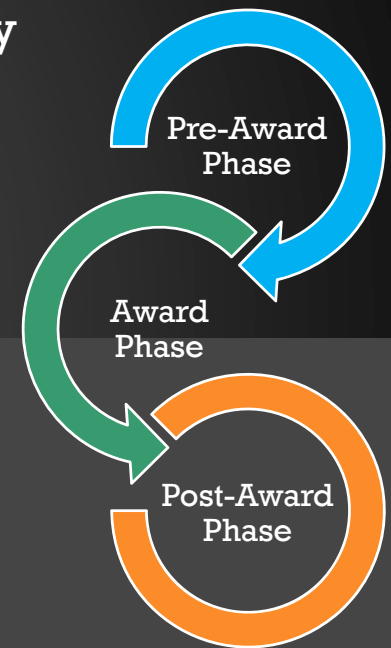
- ❖ To address a need or solve a problem
- ❖ To accomplish a goal of your organization
- ❖ To obtain resources that may not otherwise be available
- ❖ To research or solve an issue for your organization and/or community

The Grant Lifecycle

The grant process follows a linear lifecycle that includes creating the funding opportunity, applying, making award decisions, and successfully implementing the award.

The specific actions along the lifecycle are grouped into three main phases:

- ❖ **Pre-Award Phase - Funding Opportunities and Application Review**
- ❖ **Award Phase - Award Decisions and Notifications**
- ❖ **Post Award Phase - Implementation, Reporting, and Closeout**



PRE-AWARD PHASE

Funding Opportunities and Application Review

Focus On The Ideas

Based on the priorities of the grant funding...

- ❖ What is the anticipated project outcome?
- ❖ What is the significance of the project?
- ❖ Who will be affected by this project?
- ❖ Does our project measure up to the priorities of the funding?
- ❖ Can our project be successful?
- ❖ Can we enhance a current project through this funding opportunity?

Moving from Ideas to Creating A Plan

- ❖ Assess your resources and assets.
- ❖ What infrastructure is currently in place?
- ❖ Identify the activities or services that the funding will create and/or support.
- ❖ Consider a partnership/collaboration with other organizations to generate a greater impact.

Create Your Grant Writing Team

- ❖ Consider experience and expertise on your staff
- ❖ Identify key components of your project and seek external expertise
- ❖ Suggested team members:
 - Program Managers
 - Program Coordinators
 - Budget Personnel
 - External Evaluator
 - Stakeholders and/or Partners
 - Subject Matter Experts



Content Of A Funding Opportunity Announcement (FOA)

- ❖ Brief History of the Program Office or Agency Making the Award
- ❖ Program Eligibility Criteria
 - Types of Eligible Applicants
- ❖ Availability of Funds
- ❖ Award Period and Award Amount
- ❖ Letter of Intent (if required)
- ❖ Application Due Date
- ❖ Program Scope (Areas of Interest)

Dissecting The Funding Opportunity Announcement (FOA)

- ❖ Review the COMPLETE grant notice at least 3 times
- ❖ Pay attention to eligibility guidelines and submission requirements
- ❖ Be mindful of the priorities and purpose of the funding
- ❖ Be clear on reporting requirements
- ❖ Make note of any technical assistance scheduled during the writing process and be sure to attend (i.e. webinars and conference calls)
- ❖ Create a project plan and timeline to make sure you have resources to manage the task

Responding to the FOIA

Parts of the Proposal

Parts of the Proposal

Table of Contents

Abstract (Executive Summary)

Project Narrative

Budget and Budget Narrative

Evaluation Plan

Attachments

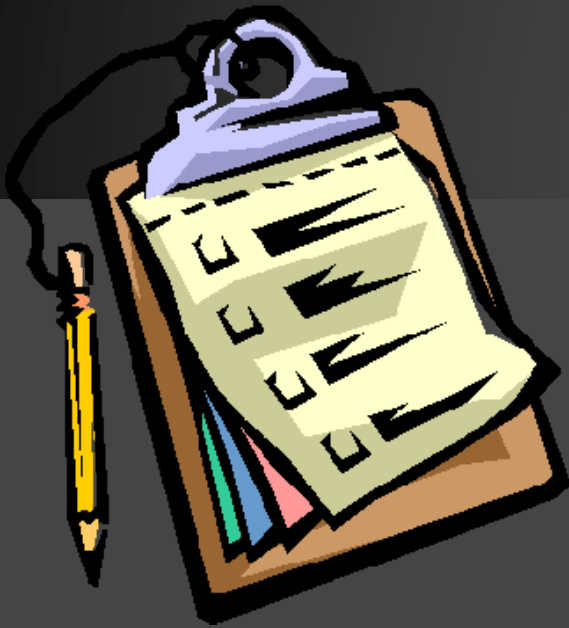


Table of Contents

- ❖ Last item to be completed
- ❖ Be sure it's formatted properly
- ❖ Be sure page numbers and labels are correct



Project Abstract

Abstract (Executive Summary)

- ❖ Summarizes the need and project
- ❖ Write this portion once you've completed writing the grant
- ❖ Usually one page, no more than two pages

Project Narrative

Project Narrative

- ❖ The most involved portion of any application
- ❖ Outlines the project purpose/goals/objectives, details the need for the project (data)
- ❖ Provides the explanation of the project activities, who will implement the project (key personnel), sustainability and timeline of the project

Project Narrative (continued)

- ❖ Includes partnerships, their stake in the project, and how they will influence/affect the project and outcome
- ❖ Explains your methods (how the program will operate), provides a rationale for choosing such methods, and states the research or evidence to justify your choices.
- ❖ Outlines the importance of addressing cultural issues, the potential for "institutionalizing" your program; leveraging other available resources

Writing Tips



- ❖ Write as if the reviewer doesn't know anything about the topic.
- ❖ Answer all of the questions in the order they are asked
- ❖ Repeat answers if the same question is asked in a different manner
- ❖ Clearly define the problem and need; support with demographic data, statistics, expert testimony and research
- ❖ Acknowledge similar efforts (if applicable)
- ❖ Outline why the problem/need is critical to the community, individuals, programs, and/or systems

Budget and Budget Narrative

What is the project budget?

- ❖ Reflection of the cost of activities described in the project
- ❖ Defines the project narrative in terms of dollars and cents
- ❖ Justifies the project narrative with costs
- ❖ Puts all costs in one place to facilitate review

Why is the budget the centerpiece of the proposal?

- ❖ Discloses the integrity of the proposal
- ❖ Defines the cost of the project for each year in detail



Major Elements of the Budget

❖ Direct Costs

- Personnel: Salaries and fringe benefits

❖ Operating Costs

❖ Contractual Costs

❖ Indirect Costs (Facilities and Administrative Costs)

❖ Total Cash Costs

❖ Total In-Kind (non-cash costs)

❖ Total Cash + In-Kind Costs

❖ Matching Funds (if applicable/required)



Budget Narrative

Contents of the Budget Narrative

- ❖ Personnel listed by position title, salaries, time allotments
- ❖ Personnel position description as it pertains to the grant
- ❖ Calculations - Fringe benefits, travel details, supplies, any contractual costs
- ❖ Brief description of the scope of work for any contract

Remember...presentation is key!

- ❖ Consistent format throughout
- ❖ Be clear and concise – keep it simple!
- ❖ Totals for each section
- ❖ Totals for entire project



Evaluation Plan

Evaluation is the collection of evidence that proves your program had some kind of impact or created change. There are two ways to evaluate most programs: process evaluation and outcome evaluation.

- ❖ It is important to describe in your proposal exactly how you will decide whether or not your project has been successful, achieved its objectives, etc. The Evaluation Plan will tell the prospective funding agency how you will be going about showing them at the end of the project that their investment in you was a good one.
- ❖ If you plan to use a survey or questionnaire to help in evaluating the success of your project you may want to include in the Appendices a draft of what you are considering for the questionnaire/survey.
- ❖ Your evaluation plan does not have to be elaborate but it is important to indicate to the prospective funding agency that you have not forgotten this important step.

Attachments

- ❖ SF424 and Standard Assurances (Forms)
- ❖ Administrative and National Policy Requirements
- ❖ 7 CFR's
- ❖ Civil Rights Compliance
- ❖ Anti-Lobbying Act
- ❖ Reporting Requirements
- ❖ Suspension and Termination of Funding
- ❖ Organizational Charts
- ❖ Job Descriptions
- ❖ Maps
- ❖ Sample Evaluation Tools
- ❖ Logic Models

Grant Packet and Standard Assurances

The Cover

- ❖ Form 1: Application for the Federal Assistance (SF424)
- ❖ Form 2: Budget Information – Section A – Budget Summary for Federal Funds

The Budget

- ❖ Form 3: Budget Information – Section B – Budget Summary for Non-Federal Funds
- ❖ Form 4: Project Budget Narrative
 - Narrative: Project Abstract
 - Narrative: Project Table of Content
 - Narrative: Project Narrative

Grant Packet and Standard Assurances

Assurances

- ❖ Form 5: Assurances
- ❖ Form 6: Certifications Regarding Lobbying, Debarment, Suspension and Other Responsibility Matters; and Drug-Free Workplace Requirements
- ❖ Form 7: Certification of Eligibility for Federal Assistance in Certain Programs
- ❖ Form 8: Certification of Lobbying Activities

Proof Your Work!

❖ Edit, Edit, Edit!

- Page limitations, formatting... “trim the fat”
- Be sure not to remove key responses and detail.

❖ Outside reviewers are helpful!

❖ Include review time in your initial timeline and plan to get the application completed and submitted on time



Submitting Your Grant Application

- ❖ Follow all instructions provided in the FOA
- ❖ Submit the application on Grants.gov and follow all instructions
- ❖ If there is an error in the submission, you will be prompted to correct it.
- ❖ Once application has been uploaded and submitted, you should receive a notification of receipt or email notifying you that the application has been received.

AWARD PHASE

Award Decisions and Notifications

Notice Of Award (NOA)

- ❖ The official, legally binding issuance of the award
- ❖ When you or your organization accepts the grant (i.e., by signing the grant agreement or by drawing down funds) you become legally obligated to carry out the full terms and conditions of the grant.
- ❖ As an award recipient, you are also subject to federal statutory and regulatory requirements and policies.

Contents Of The Notice Of Award (NOA)

The NOA is addressed to the Principal Investigator, usually the Director over the unit and the Financial Officer.

The NOA will include:

- ❖ The grant number, project title, budget and project periods
- ❖ Budget information
- ❖ All terms and conditions of the award
- ❖ Reporting requirements
- ❖ Contact information (Programmatic and Business Contacts)
- ❖ Summary/review of your application

POST-AWARD PHASE

Implementation, Reporting, and Closeout

Post Award Activities

❖ Program Implementation

- Executing your program

❖ Reporting

- Types of reporting varies – monthly, quarterly, annually
- Conference calls with your Project Officer

❖ Grantee Meetings

❖ Auditing

- As required by the funding agency

❖ Single Audits

❖ Closeout

- Final reporting activities



Audits: OMB Circulars

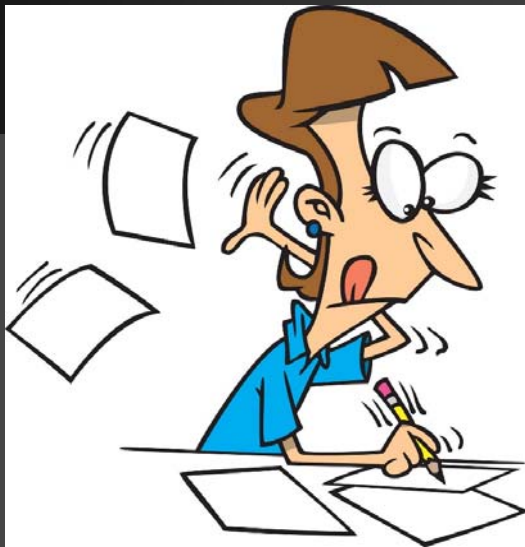
- ❖ A-21 (2 CFR 220): Educational Institutions
- ❖ A-87 (2 CFR 225): State, Local and Indian Tribe Governments
- ❖ A-102 Administrative Requirements for State & local governments (Common Rule)
- ❖ A-110 (2 CFR 215): Administrative Requirements for Institutions of higher education, hospitals, & other nonprofits
- ❖ A-122 (2 CFR 230): Non-profit Organizations
- ❖ A-133 Audit Requirements for States, local governments and & nonprofits

Keys To Success

- ❖ FOLLOW ALL INSTRUCTIONS
- ❖ Be Clear and Concise
- ❖ Review the Request for Proposal and contact the Project Officer with questions if needed
- ❖ Use the funder's terminology
- ❖ If an outline is provided, USE IT and ADDRESS EACH COMPONENT
- ❖ MAKE SURE your application, budget, and budget narrative MATCH
- ❖ Proofread, Double Check, AND have an independent review
- ❖ FOLLOW ALL INSTRUCTIONS
- ❖ Plan, Plan, Plan!!!



Submit On Time!!!!



Useful Links

- DUNS

- <http://fedgov.dnb.com/webform/displayHomePage.do>

- SAM

- <https://www.sam.gov/portal/SAM/#1>

- Grants.gov

- <http://www.grants.gov/web/grants/applicants/organization-registration/step-1-obtain-duns-number.html>

Do you have any questions?

Thank You!

Office of State Procurement

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