CAPACITY BUILDING *for grants*

Grant Training for PCCEH

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PRESENTER

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AGENDA AND LEARNING OBJECTIVES

- Building your capacity in preparation for a grant

- Reviewing the grant NOFA

- Data and research

- Grant writing resources

ORGANIZATIONAL READINESS

- Do not chase money, identify a predetermined COMMUNITY need and project

- Do not set yourself up to fail, rather set yourself up for future $ucce$$

- Be ready, collect your documents

- Understand your capacity and acknowledge your limitations

DOCUMENTATION

- Strategic Plan

- Mission/Vision statements

- 501 c 3 IRS determination letter

- Annual report

- Tax Identification number

- SAM.gov registration

- Budget

- Audit report

- Financial Statement and 990

- By Laws

- Articles of Incorporation

DOCUMENTATION

- Brochures
- Success stories
- Support letters
- Organization history
- Board of Directors

- Staff resumes
- List of programs and services
- Newsletters
- Articles
- Demographics of target population

ORGANIZATIONAL CAPACITY

- Your are the best organization to address the COMMUNITY need, the best investment for the funds. Brag!

- What are your unique skill sets?

- How do you have a broader reach?

- What are your previous successes?

- What are your existing relationships and audiences you reach?

- Are you financially stable? Address budget, previous audits, and financial capacity.

- How are you qualified? Do you have certifications, awards, partnerships, planning documents/reports?

- What is your internal structure including staffing, internal controls, and transparency?

- Build partnerships

PROFILE AND CAPACITY

- Organization history
- Program information
- Clients served
- Services provided
- Demographics
- Location of program
- Partnerships

- Credibility
- Mission/Vision of organization
- Accountability
- Goals
- Financial Statements
- Past Successes

REVIEWING THE NOFA

- Follow instructions

- You do not know better

- Read and reread the instructions

- Answer questions in the order and location in which they are asked

- Identify key terms and phrases – repeat them!

- Evaluate your response according to the scoring criteria

- Did you answer all of the questions?

- Do NOT make the grantor or reviewer work hard

- Follow instructions

THE RIGHT FIT?

- Match the funders mission to meet the needs of the community

- NOT your needs

- NOT your want

- NOT lack of $$$$

- ✓Guidestar 990 at www.guidestar.org

- A well thought out project/program.

- A clear definition of a problem.

- Sustainability of the project/program.

- An evaluation plan including: Goals, SMART objectives, and outcomes.

- Partnerships (unique and specific letters of support)

- Return on investment

ORGANIZING YOUR RESPONSE

- Formatting - FOLLOW INSTRUCTIONS 1st

- Cut and paste the instructions and use as a guide to answer all the questions in the correct location.

- Use headers to guide reading based on the NOFA

- Use consistent and clear fonts with large type. Verify if proposal identifies a specific size and font. Use times new roman if not already identified.

- 1 inch margins

- Incorporate visuals, charts, map, photos etc.

- Use bullet points instead of long sentences and lists.

- 2 sentences per paragraph – 10 lines per paragraph – 15 words per sentence

- Always bullet point objectives and outcomes.

- Period or comma is placed inside the quotation marks.

- Left justify only

- Include page numbers

- Don't indent your paragraph

- Do not use bold or underlining in the paragraph

WRITING TIPS

- Grammar
  - Subject-verb-object – I will catch the ball
  - Eliminate passive voice or past tense – not caught, catch
  - Write in active voice – I will!
  - Use proper punctuation and grammar.
  - Use 1st person
  - Use power verbs like – Increase, improve, reduce, empower, engage.
  - DO NOT use "to" before the verb.

WRITING TIPS

- Short, clear and concise sentences. Get to the point!

- Use strong statements

- Plain language

- Place information in requested section.

- Incorporate stories

- Keep it simple.

- The 1st sentence should get to the point, the rest of the paragraph can back it up.

- Cut unnecessary words.

- Do not beg for money.

- Focus on community benefit not the organizations

- No wishy washy or flowery language

- Speak in terms of quantity and quality

- How is the project making an impact in the community

- No opinions

WRITING TIPS

- Avoid these words or phrases
    - that
    - "with your help, we can…"
    - before, after, although, as, because, if, since, though, until, when
    - "would, could, should" instead use "will, can, shall"
    - weak verbs like – provide, manage, create, develop, offer.
    - may, somewhat, a few, very, rather, little, quite
    - i.e., e.g., etc.

DATA AND RESEARCH

- Census

- Program participation – agency numbers

- Crime statistics

- Professional opinions/papers

- Research

- Publications

- Newspaper

DATA

- US Census – www.census.gov

- Google Scholar - https://scholar.google.com/

- Kids Count - https://datacenter.kidscount.org/

- Social Determinents of Health - https://health.gov/healthypeople/objectives-and-data/social-determinants-health

- Social Vulnerability Index - https://svi.cdc.gov/map.html

- Health topics - https://www.azdhs.gov/index.php

DATA

- Childstats.gov - https://www.childstats.gov/

- Fedstats - http://www.cs.umd.edu/hcil/govstat/fedstats/fedstats3.htm

- US Dept of Labor Statistics - https://www.bls.gov/

- School Districts

- Community Health Needs Assessments

- Bureau of Justice Statistics - https://bjs.ojp.gov/

- Local websites and plans e.g. Public Health, PCCEH, Pinal.gov

RESEARCH

- Know your funder – websites and 990

- Know your funding priorities – what project or program needs grant funding?

- Identify keywords
  - The internet likes keywords - Use your funding priorities to develop keywords
  - Who are you serving? Kids, seniors, disadvantaged youth and/or adults, animals
  - Keywords will help you match your funders & their priorities
  - Think outside the box for keywords that way you get a broad choice of funders

- Pick a strategy
  - Based on subject – keywords and buzzwords
  - Based on geography – your geography and the geography of where the funder awards grants
  - Based on type of support – what do you need the money for?
  - Based on previous funders - Use your keywords to determine what type of strategy to use

RESEARCH

AND

- Use to retrieve information for multiple search terms

- E.g. Homeless AND substance abuse

OR

- Use to retrieve records that contain at least one of the search terms

- E.g. Alcohol abuse OR prescription drug abuse

RESEARCH

NOT

- Use to eliminate records from the results

- Results in fewer records

- E.g. Drug abuse NOT prescription drugs

( )

- Search query parentheses

- E.g. (Homeless AND substance abuse AND (housing OR public assistance))

" "

- Use for exact phrase

- E.g. "Survey of indicators for homelessness"

RESEARCH

" "

- Use for exact phrase

- E.g. "Survey of indicators for homelessness"

RESEARCH

Government

- www.grants.gov (grant making agencies)

- https://grants.az.gov

- www.pinal.gov

- Tribal entities

- State and federal agency listserv

Foundation

- Arizona Community Foundation

- Vitalyst Foundation

- Local corporations

- www.azgrants.com

GRANT WRITING RESOURCES

Training

- Grant Professionals Association www.grantprofessionals.org

- The Grantsmanship Center

- Grant Writing USA

- National Grants Management Association

- Alliance of Arizona Nonprofits https://www.azimpactforgood.org/

Resources

- Local First Arizona

    https://localfirstaz.com/economic-resource-center

THANK YOU

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