Successful Grant Seeking (just the basics)

Goal

At the end of the presentation, you will know the basic steps in grant-seeking and how it fits into the program development process.

Jeffrey H. Schwartz, Ed. D.

Appalachian Regional Commission

Journey as metaphor

Steps in the process

- Review the status quo
- Establish a goal
- Quantify the baseline
- Identify needs
- Articulate outcomes
- Design program
- Locate resources/funding
- Develop proposal

Journey as metaphor

Steps in the process

- Review the status quo
- Establish a goal
- Quantify the baseline
- Identify needs
- **Articulate outcomes**
- Design program
- **Locate resources/funding**
- **Develop proposal**

Journey as metaphor

What is the status quo? Where are you now?

Where do you need/want to be?

- **Review the status quo**
- Establish a goal
- Quantify the baseline
- Identify needs
- Articulate outcomes
- Design program
- Locate resources/funding
- Develop proposal

Journey as metaphor

Know where you want to go before you start.

- Review the status quo
- **Establish a goal**
- Quantify the baseline
- Idntify needs
- Articulate outcomes
- Design program
- Locate resources/funding
- Develop proposal

Journey as metaphor

Quantify the baseline: Where exactly are you?

- How many/much X do you have now?
  - 14,000/100,000 workers with a certificate or degree
  - 500,000 GPD water supply
  - 2 Megs of broadband

- How many/much X do you have in the pipeline?
  - 750 new certificates/degrees a year
  - 1M GPD water supply under construction
  - 2 Megs of broadband in development

Journey as metaphor

Do you have enough X to get where you want to go?

- Will 15,000 workers with certificates or degrees support your current employers (and help you keep them)?

- Will 15,000 workers with certificates or degrees support the type of employers you need to attract?

If not, how many more do you need?

- Review the status quo
- Establish a goal
- Quantify the baseline
- **Identify needs**
- Articulate outcomes
- Design program
- Locate resources/funding
- Develop proposal

Articulate Outcomes

Characteristics

- Observable
- Measurable
- Specified number
- Realistic
- Results-oriented

Focus on the impact of your project, the impact of the funding

Articulate Outcomes

- Keep the outputs and outcomes focused on the students/workers/businesses.
- What will they do that they could not or did not do before?

- Observable
- Measurable
- Specified number
- Realistic
- Results-oriented

Articulate Outcomes

- Observable
- Measurable
- Specified number
- Realistic
- Results-oriented

Education and training

- The outcome is **not** to purchase computers.

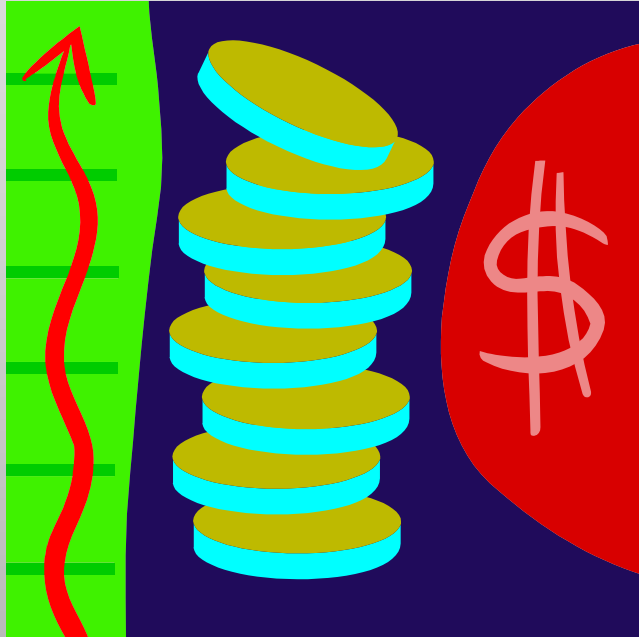- The outcome is for students to be trained and get a job.

Articulate Outcomes

Education and training

- **Output**: 50 students will participate in a computer-based training program.

- **Outcome**: At least 42 students will pass the Xyz Certification Test.

- Observable
- Measurable
- Specified number
- Realistic
- Results-oriented

Articulate Outcomes

Training/economic development

Ten companies will receive training and five companies will participate in an international show. Participating companies will show at least $5 million in new export sales and create five new export related jobs.

- Observable
- Measurable
- Specified number
- Realistic
- Results-oriented

Articulate Outcomes

Economic development

175 people from 117 businesses, four counties, and one municipality will participate in the project. 8 new businesses and 12 new jobs will be created.

- Observable
- Measurable
- Specified number
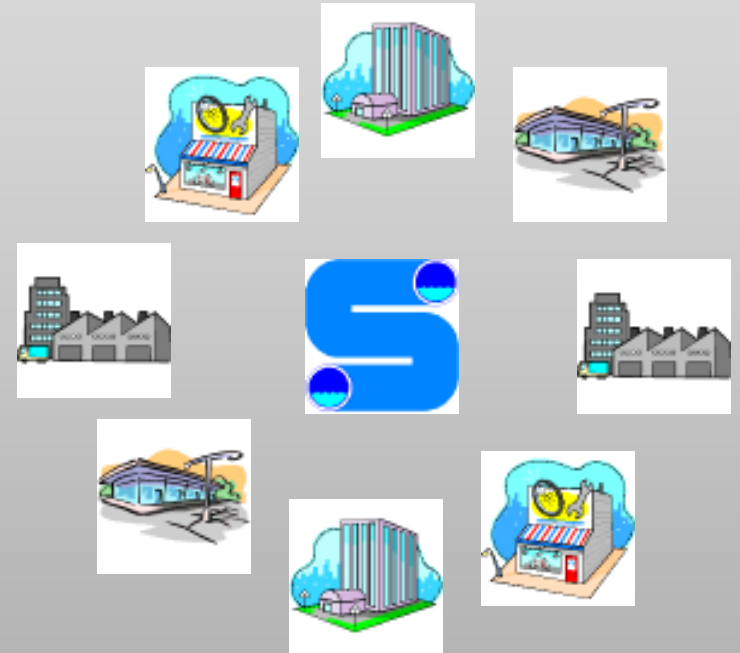- Realistic
- Results-oriented

Articulate Outcomes

Physical Infrastructure
5000 linear feet of new
water line will serve 60
acres in an industrial park
resulting in 125 "good" jobs
created and 50 jobs retained

- Observable
- Measurable
- Specified number
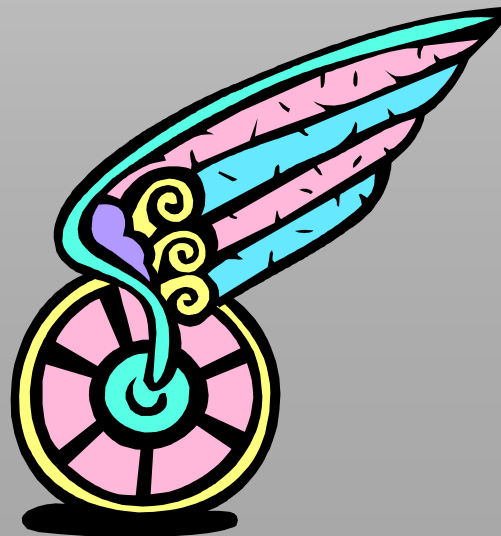- Realistic
- Results-oriented

Program Design

- Bring in **<u>all</u>** of the stakeholders
- Research what others have done
- Call in experts

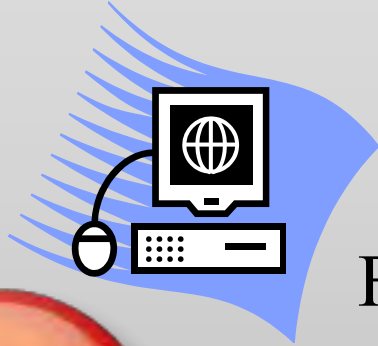**1ˢᵗ choice:** Adopt a promising practice

If necessary: Adapt a program

Last resort : Create a new wheel

- Review the status quo
- Establish a goal
- Quantify the baseline
- Identify needs
- Articulate outcomes
- **Design program**
- Locate resources/funding
- Develop proposal

Program Design ➡ Development

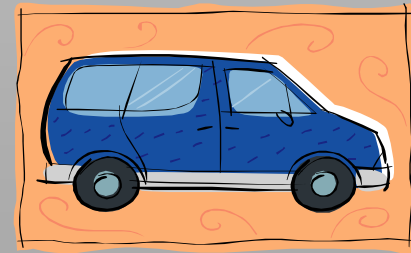Finding potential resources

- Money is only one of the necessary resources.
- Money is not your most important resource.

- Review the status quo
- Establish a goal
- Quantify the baseline
- Identify needs
- Articulate outcomes
- Design program
- **Locate resources/funding**
- Develop proposal

Essential Resources

- Money
- People
- Services

Not necessarily
in that order

Essential Resources: Mapping
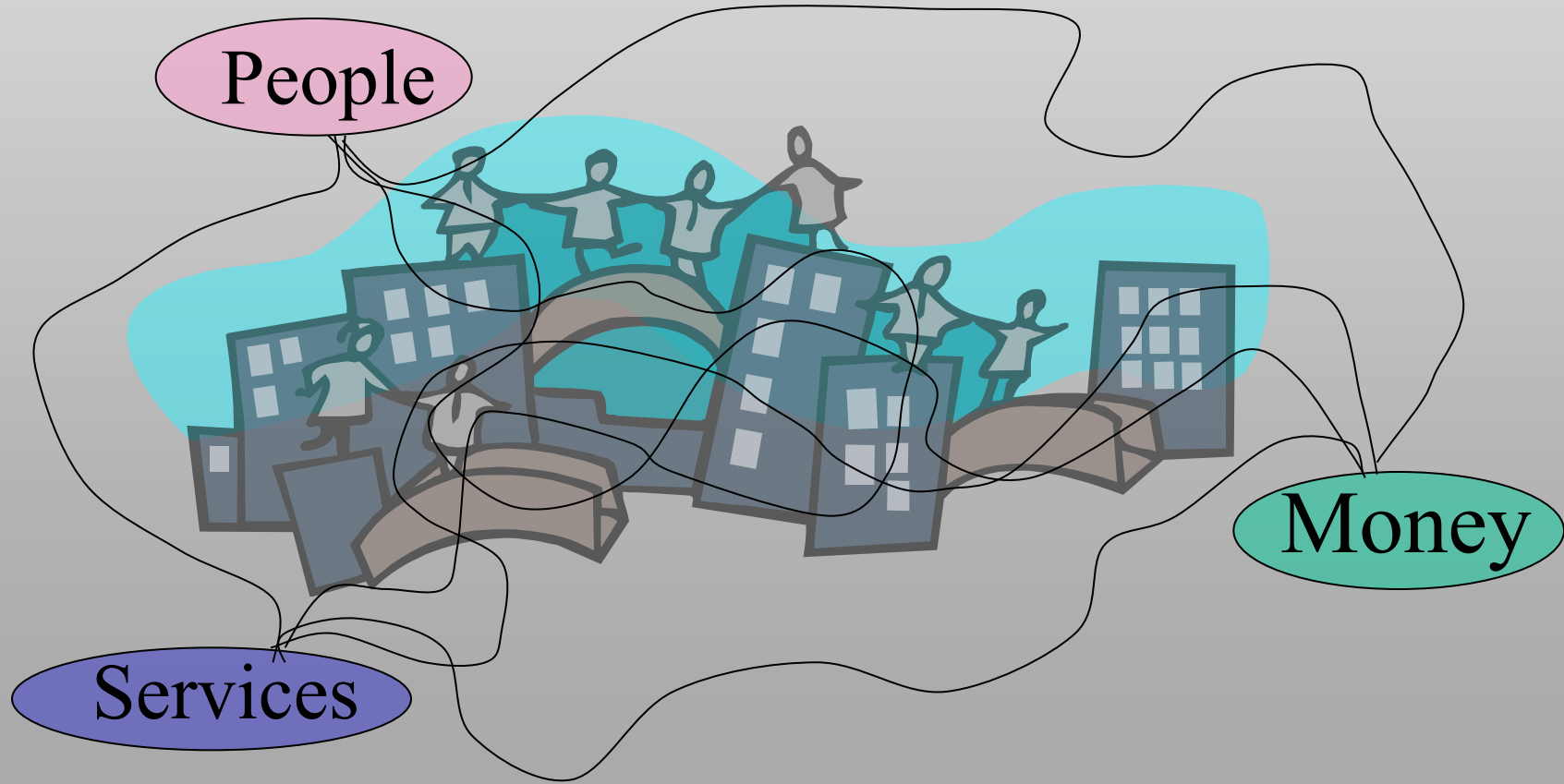
Essential Resources: Mapping

Identifying all of the pieces to the puzzle.
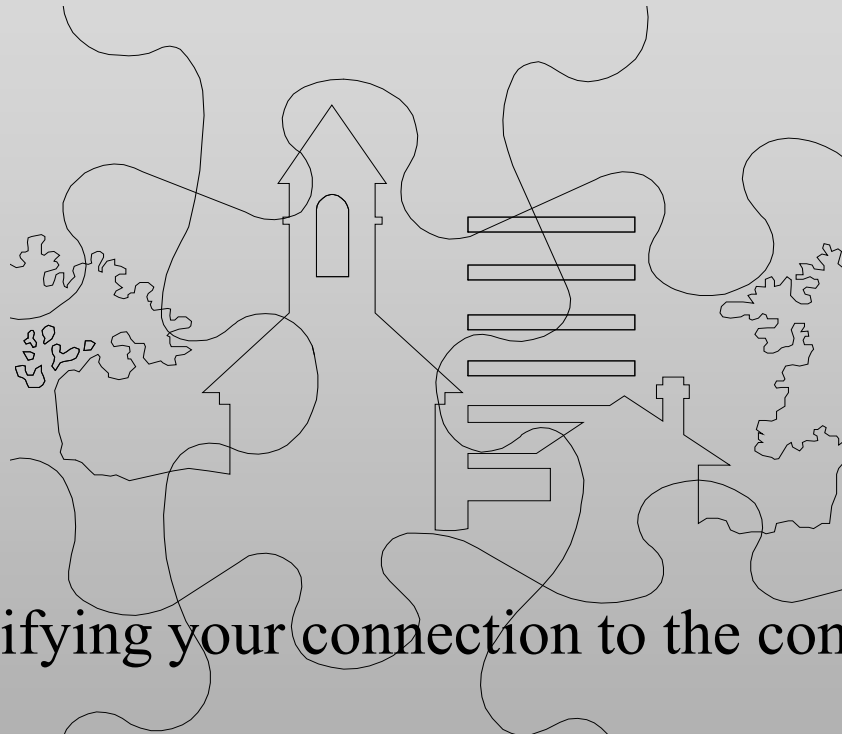
Identifying who controls each piece of the puzzle.

Identifying your connection to the controllers

Resources   *Controllers*   *Connections*

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Essential Resources: People

- Boards
- Committees
- Consultants
- Interns
- Loaned executives
- Program participants
- Volunteers

Essential Resources: Services

- Accounting
- Advertising
- Career counseling
- Graphics
- Legal assistance
- Marketing

- Printing
- Staff development
- Telecommunications
- Training
- Transportation

Essential Resources: Money

Raising funds

- Bequests
- Capital/special campaigns
- Donors
- Earned income
- Events
- Grants
- Investments
- Memberships
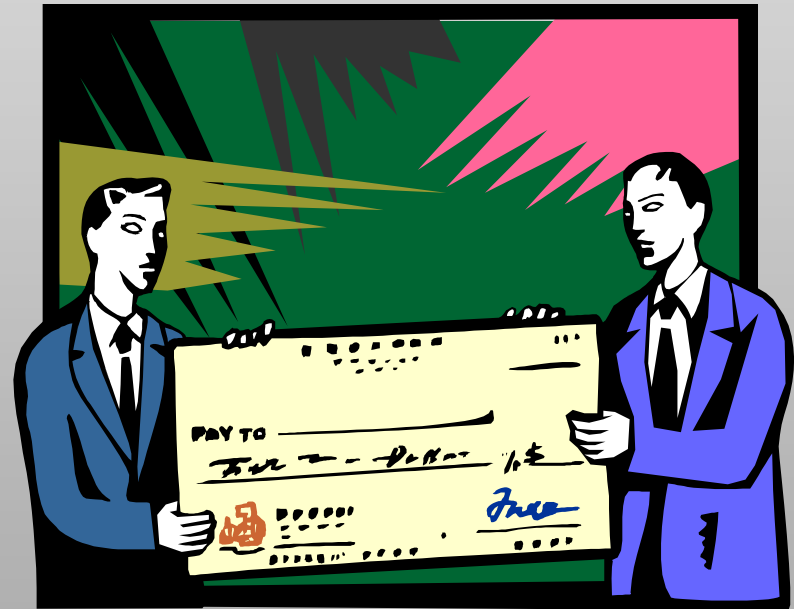
Essential Resources: Money

Sources of funding for non-profits:

- Fees/tuition   38%
- Private   27%
- Government   26%
- Endowments/ investments   5%
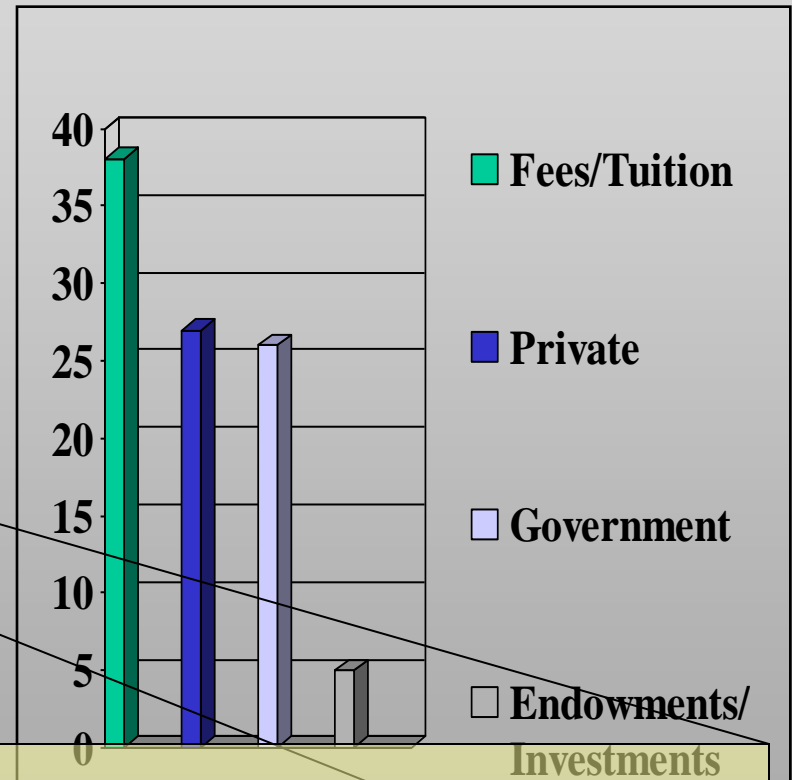
Private funds

Essential Resources: Money
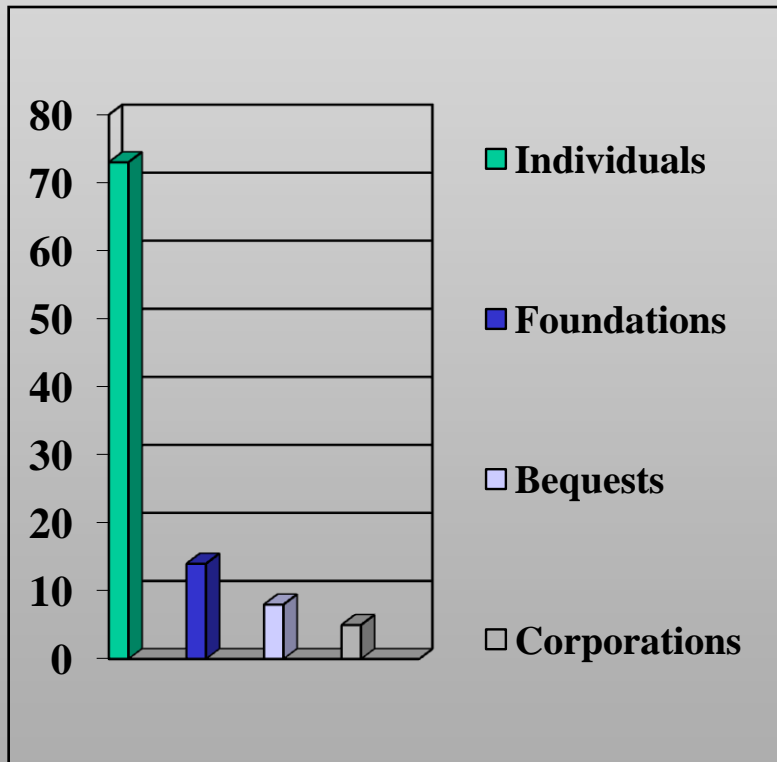
Sources of private funds

- Individuals   73%
- Foundations   14%
- Bequests   8%
- Corporations   5%

Source: Giving USA Report, FY2010 data

Essential Resources: Money

- Long-term funding
  - Appropriations
  - Bequests
  - Endowments/ investments
  - Individuals
  - Sales/services
  - Tuition/fees

- Short-term funding
  - Corporations
  - Foundations
  - Government (non-appropriated funds)
  - Trust funds

Points to remember!

- Short-term funding is not the same as "immediate funding".

- Short-term funding is not for covering "short falls".

- If you need the money *now*, it is too late.

Journey as metaphor

- Grants facilitate the journey, they are not the goal

- Grant funding is short-term

- Three main purposes
  - ◆ Start-up costs
  - ◆ Supplemental, expansion and special initiatives
  - ◆ Emergency situations

- Grants are not for on-going operations.

What is your long-term funding plan?

Journey as metaphor

Friend-raising will smooth the journey.

The key source for federal funding.
Your entry to federal network.

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To perform a **basic search** for a grant opportunity, complete at least one of the following fields Keyword Search, Search by Funding Opportunity Number, **OR** Search by CFDA Number and then select the Search button.

Only open opportunities will be returned. To search closed or archived opportunities, use Advanced Search.

For helpful search tips and to learn more about finding grant opportunities check out the Search Grant Opportunities ⬛ guide.

Keyword Search:

workforce training

Search by Funding Opportunity Number:

Search by CFDA Number:

SEARCH   **CLEAR FORM**

http://www.grants.gov/search/search.do;jsessionid=dzhrTLTKGCTTPjB0nJFf9bT8rm9JlN3Fp12HdQnr4CL1l7rh1QnD!747832409

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10/04/2011	Solid W			UTILITIES PROGRAMS Application er /Vol. 69, No. 235/Wednesday,
10/03/2011	MEPI Local Grants Annual Program Statement	Middle East Partnership Initiative	NEAPI-11-AW-037-MENA-100111	LOCAL GRANTS PROGRAM , LOCAL GRANTS PROGRAM , DEPARTMENT OF STATE ,
10/03/2011	Department of Defense Forensic Research and Development Program	Dept of the Army -- Materiel Command	W911NF-12-R-0001	PROGRAM ANNOUNCEMENT DEPARTMENT OF DEFENSE ,
10/01/2011	U.S. Army Medical Research and Materiel Command Broad Agency Announcement for Extramural Medical Research	Dept. of the Army -- USAMRAA	W81XWH-BAA-12-1	United States Army Medical Research and Materiel Command , Certificate of Environmental Compliance (CEC) , ATTACHMENT 4 INSTRUCTIONS , BIOGRAPHICAL SKETCH ,
10/01/2011	FWS-DIC-WWB-LAC2012	Fish and Wildlife Service	FWS-DIC-WWB-LAC2012	
09/30/2011	Short Courses on Mathematical, Statistical, and Computational Tools for Studying Biological Systems (R25)	National Institutes of Health	PA-11-351	
09/30/2011	OIA Technical Assistance Program	Department of the Interior	OIA-FY2012-TAP	US Department of the Interior ,
09/30/2011	Global Undergraduate Exchange Program in Serbia and Montenegro	Bureau Of Educational and Cultural Affairs	ECA-A-E-EUR-12-04	PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI) ,
09/30/2011	FY 2011 National Special Security Event Grant Program	Department of Homeland Security - FEMA	DHS-11-GPD-126-000-01	FY 2011 GPD PGPGAKS II – AAIS 2011 , FY 2011 NSSEG ,
09/30/2011	ARL Postdoctoral Fellowship Program (PFP)	Dept of the Army -- Materiel Command	W911NF-11-R-0010	ARL Post Doctoral Fellowship Program ,
09/29/2011	Agriculture and Food Research Initiative: Food Security	National Institute of Food and Agriculture	USDA-NIFA-AFRI-003542	Agriculture and Food Research Initiative Competitive Grants ... ,
09/28/2011	Dynamics of Host-Associated Microbial Communities (R01)	National Institutes of Health	RFA-GM-13-001	
09/27/2011	Tuskegee University Apology Commemoration Activities	Centers for Disease Control and Prevention	CDC-RFA-PS12-1202	Table of Contents ,
09/27/2011	Pastoralists Resiliency Improvement and Market Expansion	Ethiopia USAID-Addis Ababa	ETHIOPIA-PRIME	DRAFT PROGRAM DESCRIPTION ,
09/27/2011	FY12 Funding Opportunity Announcement (FOA) for Navy and Marine Corps Science, Technology	Office of Naval	ONRFOA12-002	1 ONR FOA 12-002 ONR Funding Opportunity

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Open Date	Opportunity Title	Agency	Funding Number	Attachment
09/06/2007	PRM NGO Projects in Chad	Bureau of Population, Refugees and Migration	PRM-AFR-07-CA-AF-09062007-CHAD	
01/25/2008	PRM-supported NGO projects benefiting Sudanese and Central African Refugees in Chad beginning Febrary 1, 2008 - May 31, 2008	Bureau of Population, Refugees and Migration	PRM-AFR-07-CA-AF-012508-CHAD	
06/06/2008	ARO Broad Agency Announcement-Revised	Dept of the Army - Materiel Command	W911NF-07-R-0003-04	ARMY RESEARCH OFFICE BROAD AGENCY ANNOUNCEMENT FOR BASIC AND ... , ARMY RESEARCH OFFICE BROAD AGENCY ANNOUNCEMENT FOR BASIC AND ... , ARMY RESEARCH OFFICE BROAD AGENCY ANNOUNCEMENT FOR BASIC AND ... , ARMY RESEARCH OFFICE BROAD AGENCY ANNOUNCEMENT FOR BASIC AND ... , ARMY RESEARCH OFFICE BROAD AGENCY ANNOUNCEMENT FOR BASIC AND ... ,
07/10/2008	Public-Private Alliances Related to Water Access	Agency for International Development	M-OAA-GRO-EGAS-08-108-NIGERIA-WATER	
07/11/2008	CSCOR FY09 NGOMEX and CRES	National Oceanic and Atmospheric Administration	NOS-NCCOS-2009-2001466	Federal Register /Vol. 73, No. 192/Thursday, October 2, 2008 ... , Department of Commerce , ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY EXECUTIVE SUMMARY , ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY EXECUTIVE SUMMARY ,
07/23/2008	Integrated HIV/AIDS Community Care Program	Haiti USAID-Port Au Prince	521-08-0006	SECTION A – INSTRUCTIONS TO APPLICANT ,
11/25/2008	ARL/ARO Broad Agency Announcement-Revised	Dept of the Army - Materiel Command	W911NF-07-R-0001-03	ARMY RESEARCH LABORATORY AND THE ARMY RESEARCH OFFICE BROAD AGENCY ... , ARMY RESEARCH LABORATORY AND THE ARMY RESEARCH OFFICE BROAD AGENCY ... , ARMY RESEARCH LABORATORY AND THE ARMY RESEARCH OFFICE BROAD AGENCY ... , INTRODUCTION , ARMY RESEARCH LABORATORY AND THE ARMY RESEARCH OFFICE BROAD AGENCY ... , ARMY RESEARCH LABORATORY AND THE ARMY RESEARCH OFFICE BROAD AGENCY ... ,
12/03/2008	Research Supplements to Promote Diversity in Health-Related Research	National Institutes of Health	PA-08-190	
12/12/2008	Not-for-Profit AMD Reclamation	Office of Surface Mining	DOI-SM-253-09	

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The Appalachian Regional Commission is a federal-state partnership that works for sustainable community and economic development in Appalachia.

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HIGHLIGHTS

APPALACHIAN STATES

Microsoft Partners with ARC to Provide $2 Million in Software to Appalachian Nonprofits to Enhance Job Skills

U.S. Senators Jay Rockefeller (D-WV) and Roger Wicker (R-MS) joined Microsoft Vice President of U.S. Government Affairs Fred Humphries and ARC Federal Co-Chair Earl Gohl on Capitol Hill July 20 to announce Microsoft's partnership with ARC to distribute $2 million in software to nonprofit organizations throughout Appalachia. The software will upgrade the organizations' capacity to train workers in the skills needed to compete more effectively in today's knowledge economy. Press release

Item Number	Product Name	Product Type	List Price	Quantity
077-05919 - 077-03409	Access 2010 32bitx64 English DVD	Access (Part of Office Professional Plus)	$297.00	
DHD-00207 - DHD-00159	BzTlkSvrEntRFID 2010 English DVD - 1 Processor	BizTalk Svr Ent RFID	$7,396.00	
HJA-00521 - HJA-00231	BztlkSvrBrnch 2010 English DVD - 1 Processor	BizTalk Server Branch	$3,717.00	
35F-00002 - 35F-00117	Communicator Mac 2011 English DVD	Communicator Mac	$47.00	
QJA-00002 - QJA-01085	Dyn CRM Ent Svr 4.0 32-bit/64-bit English DVD	Dynamics CRM Server - Enterprise	$5,284.00	
QCA-00024 - QCA-00975	Dyn CRM Pro Svr 4.0 English DVD	Dynamics CRM Server - Professional	$2,113.00	
QAA-00024 - QAA-00291	Dyn CRM Wkgrp Svr 4.0 English DVD	Dynamics CRM Server - Workgroup	$2,641.00	
395-04401 - 395-03176	Exchange Server Ent 2010 wSP1 English DVD	Exchange Server - Enterprise	$5,955.00	
312-04086 - 312-02968	Exchange Server Std 2010 wSP1 English DVD	Exchange Server - Standard	$1,041.00	
47F-00003 - 47F-00188	Expression Encoder Pro 4.0 English DVD	Expression Encoder Pro	$75.00	
NKF-00098 - NKF-00308	Expression Studio Ultimate 4.0 English DVD	Expression Studio Ultimate	$749.00	
NHF-00075 - NHF-00245	Expression Studio Web Pro 4.0 English DVD	Expression Studio Web Professional	$187.00	
4VD-00004 - 4VD-00216	Forefront Threat Management Gateway Ent 2010 64Bit English DVD - 1 Proc	Forefront TMG Enterprise	$8,470.00	
4WD-00004 - 4WD-00240	Forefront Threat Management Gateway Std 2010 64Bit English DVD - 1 Proc	Forefront TMG Standard	$1,927.00	
9TA-00335 - 9TA-00711	HPC Pack 2008R2 64Bit English DVD Ent	HPC Pack	$662.00	
9TA-00334 - 9TA-00401	HPC Pack 2008R2 64Bit English DVD forWrksttn	HPC Pack	$171.00	
S27-03367 - S27-00943	InfoPath 2010 32bitx64 English DVD	InfoPath (Part of Office Professional Plus)	$279.00	
6YH-00010 - 6YH-00472	Lync 2010 32bitx64 English CD	Lync	$48.00	
6PH-00004 - 6PH-00199	Lync Svr Ent 2010 64Bit English DVD	Lync Server Ent	$5,955.00	
6NH-00004 - 6NH-00159	Lync Svr Std 2010 64Bit English DVD	Lync Server Std	$1,041.00	
B21-01285 - B21-00592	MapPoint 2010 English European Maps DVD	MapPoint	$373.00	
B21-01329 - B21-00592	MapPoint 2011 English DVD NrthmMaps	MapPoint	$373.00	
021-08228 - 021-07084	Office 2007 Win32 English	Office Standard	$588.00	
021-09459 - 021-07084	Office 2010 Standard 32bitx64 English DVD	Office Standard	$588.00	
YYB-00504 - YYB-00139	Office Groove Svr 2010 64Bit English DVD	Groove Server	$7,389.00	
3YF-00001 - 3YF-00097	Office Mac Standard 2011 English DVD	Office Mac	$577.00	
79P-00031 - 269-08800	Office Professional Plus 2007 Win32 English	Office Professional	$765.00	
79P-03324 - 269-08800	Office Professional Plus 2010 32bitx64 English DVD	Office Professional	$765.00	
S26-04354 - S26-01071	OneNote 2010 32bitx64 English DVD	OneNote	$111.00	
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76P-01146 - H04-01231	SharePoint Svr 2010 64Bit English DVD ForEnt	Office SharePoint Server - Enterprise Edition	$7,389.00	
76P-01120 - H04-01231	SharePoint Svr 2010 64Bit English DVD ForStd	Office SharePoint Server - Standard Edition	$7,389.00	
ZUD-00119 - ZUD-00604	SharePoint Workspace 2010 32bitx64 English DVD	SharePoint Workspace	$200.00	
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MFF-00004 - MFF-00473	Sys Ctr Clt Mgmt Ste 2010 32bitx64 English Per User DVD	Sys Ctr Clt Mgmt Suite	$68.00	
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	Yes	No
Anything other than a registered non-profit, non-governmental organization under local jurisdiction, with charitable purposes and practices?	☐	☐
A private foundation?	☐	☐
A hospital or healthcare organization?	☐	☐
A formal education institution (e.g. K-12, primary, secondary, college, or university)?	☐	☐
A political, labor, or fraternal organization?	☐	☐
An organization that will be transferring ownership of the donated software, or giving computers with the software installed, to another organization or to individuals?	☐	☐
An organization that will be installing the donated software on refurbished computers that will be distributed or donated to other organizations or individuals?	☐	☐
A conference, symposia, or sponsorship of events, tables, exhibitions, or performances?	☐	☐
A fund-raising event such as luncheons, dinners, walks, runs, or sports tournaments?	☐	☐
An amateur or professional sports groups, teams, or events?	☐	☐
A religious organization, except secular programs provided by faith-based organizations that are open to any person, regardless of their religious beliefs and without the requirement of a belief in a specific faith to receive services?	☐	☐
Has your organization received a software donation from either Microsoft or the Bill & Melinda Gates Foundation in the past 2 years?	☐	☐

If any of the above answers is "Yes", please **stop here**. The organization is not eligible for donations from Microsoft Community Affairs.

ARC-Microsoft Partnership

- **Must** be 501c3
- Government/ School/Hospital **not** eligible
- Library eligible if **not** county/city/school
- No match required
- About $150K/state
- Most already given out
- First-come, first-served

APPALACHIAN REGIONAL COMMISSION

Mark DeFalco
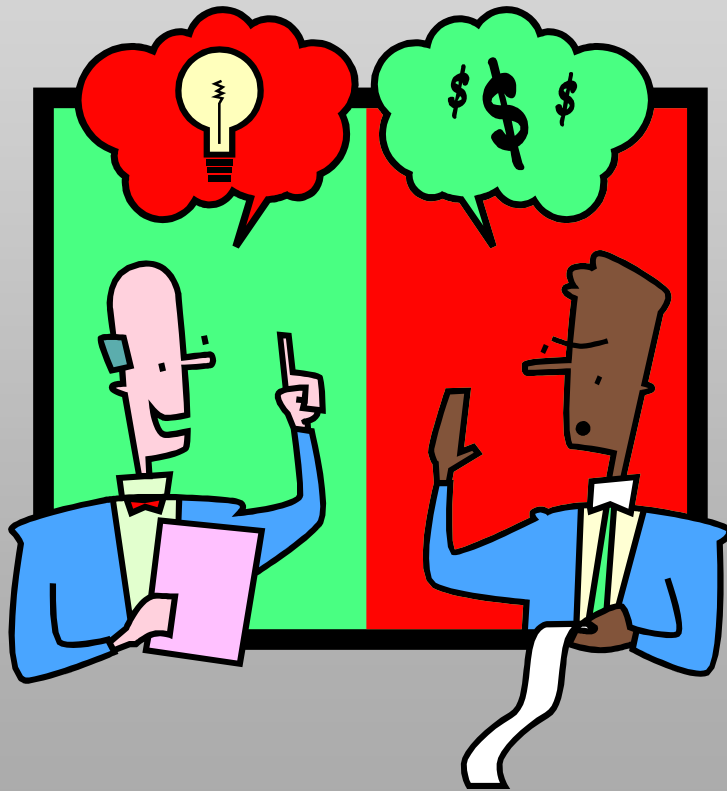*Manager, Telecommunications Initiative*

1666 CONNECTICUT AVENUE, NW, SUITE 700
WASHINGTON, DC 20009-1068
www.arc.gov
(202) 884-7719 FAX (202) 884-7691
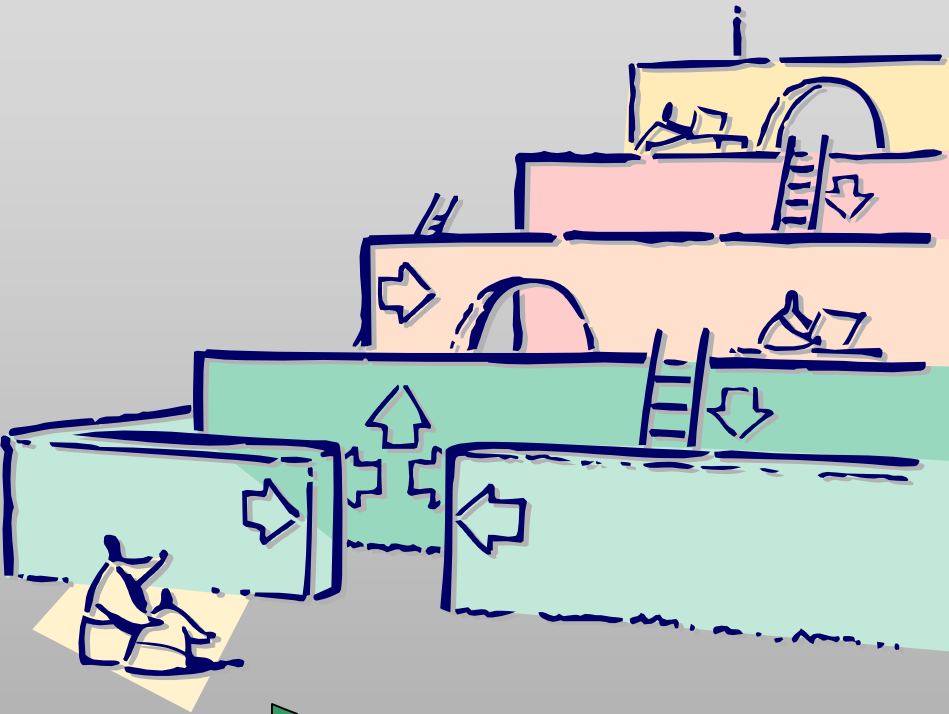EMAIL mdefalco@arc.gov

Journey as metaphor

Ask for help writing proposals, make it a team effort.

- Review the status quo
- Establish a goal
- Quantify the baseline
- Identify needs
- Articulate outcomes
- Design program
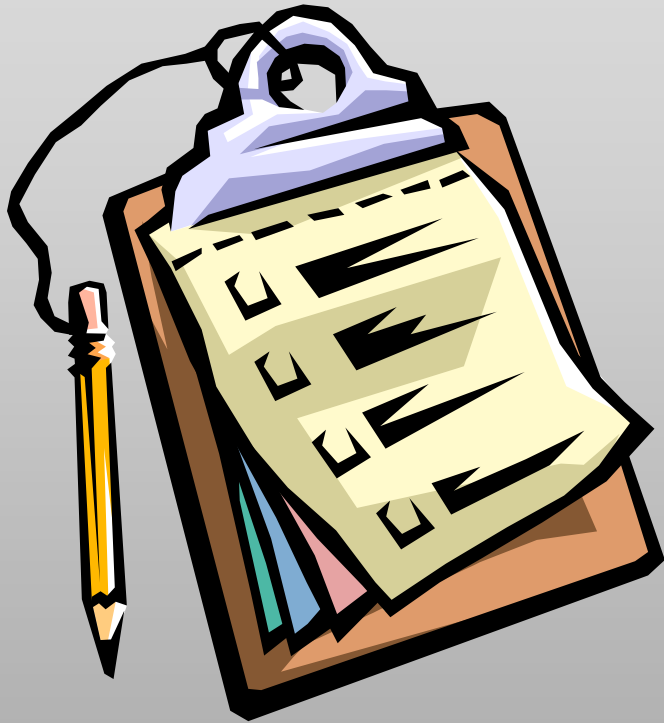- Locate resources/funding
- **Develop proposal**

Proposal Development

- Bring in **<u>all</u>** of the stakeholders
- Tailor your proposal specifically to each funder
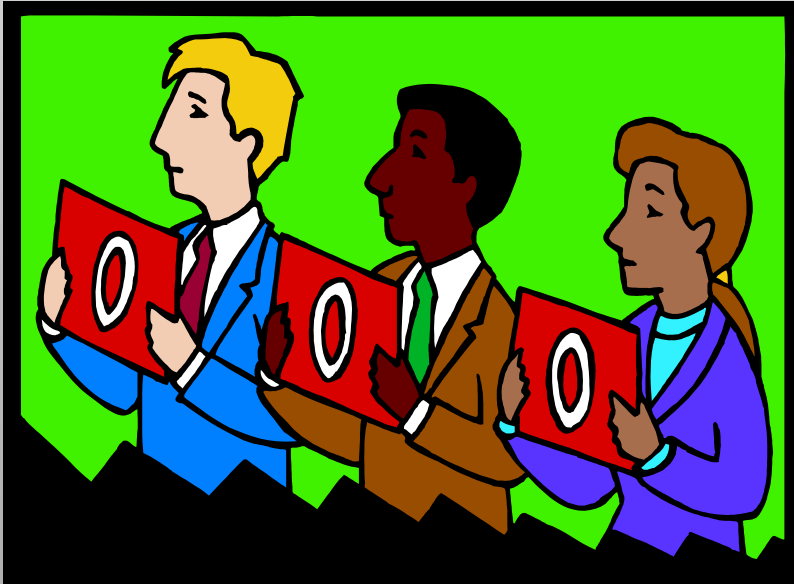- Use their language and address their priorities

Proposal Development

- Study review criteria: Make a checklist.

- Don't guess or assume: Contact the person indicated for clarification.

- Attend bidders' conferences or workshops.

Follow Directions

Follow Directions

Proposal Development

Follow Directions

- Get copies of funded applications
- Serve on review panels
- Get copies of review comments on your applications

Proposal Development

Follow Directions

- Work in teams of stakeholders
- Use a process approach
  - Checklist as outline
  - Assign teams duties and deadlines
  - Draft and redraft

Proposal Development

Follow Directions

Follow Directions

Common errors

- Not submitting electronically
- Too many pages
- Wrong font, margins
- Not following format
- Section(s) omitted
- Key data missing or wrong format
- Title page-text mismatch
- Cut-and-paste errors
- Poor English – spelling, grammar

Proposal Development

Follow Directions

- Use your checklist
- Edit! Edit! Edit!
- Independent review

Follow Directions

Key to Successful Grant Seeking

- Network

- Persevere

- Review

- Refine

- Persevere

- Network

Contact Information

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