



# **Grantwriting – Success Strategies**

## **The 107<sup>th</sup> Holy Convocation**

### **St. Louis, MO**

**Bishop Edwin C. Bass, President**  
**Evangelist Paula Hearn, Vice President**  
**November 6, 2014**

# PRESENTER



**Elizabeth Wilson**  
**Vice President, ED**

**Atlanta, GA**

Elizabeth is a true expert in low and moderate community economic development initiatives and policy. Her management portfolio exceeds over ten million dollars. She has expertise in project planning, development budgeting, staff recruitment, marketing and fundraising in her various positions. She is the author of business training curriculum and several books, including “*When Life Gives You Lemons, Open a Lemonade Stand*” and “*Young, Gifted & Entrepreneurs*” and “*Growing Up COGIC*”



A close-up portrait of Bishop Charles E. Blake, an African American man with glasses and a mustache, wearing a red clerical shirt. He is looking down and to the side with a thoughtful expression, his hand resting near his chin.

# A Concern about our Urban Communities

Bishop Charles E. Blake, the Presiding Bishop of the Church of God in Christ, has a concern about the Urban dilemmas in our communities.

- High lack of education, unemployment rates, high crime rates, dysfunctional families and financial disenfranchisement.

Bishop Blake asked the question: *What impact could we make if we harnessed our efforts collectively to focus on five specific areas?*



# Five Initiatives

- Education
- **Economic Development**
- Crime Reduction
- Family
- Financial Literacy

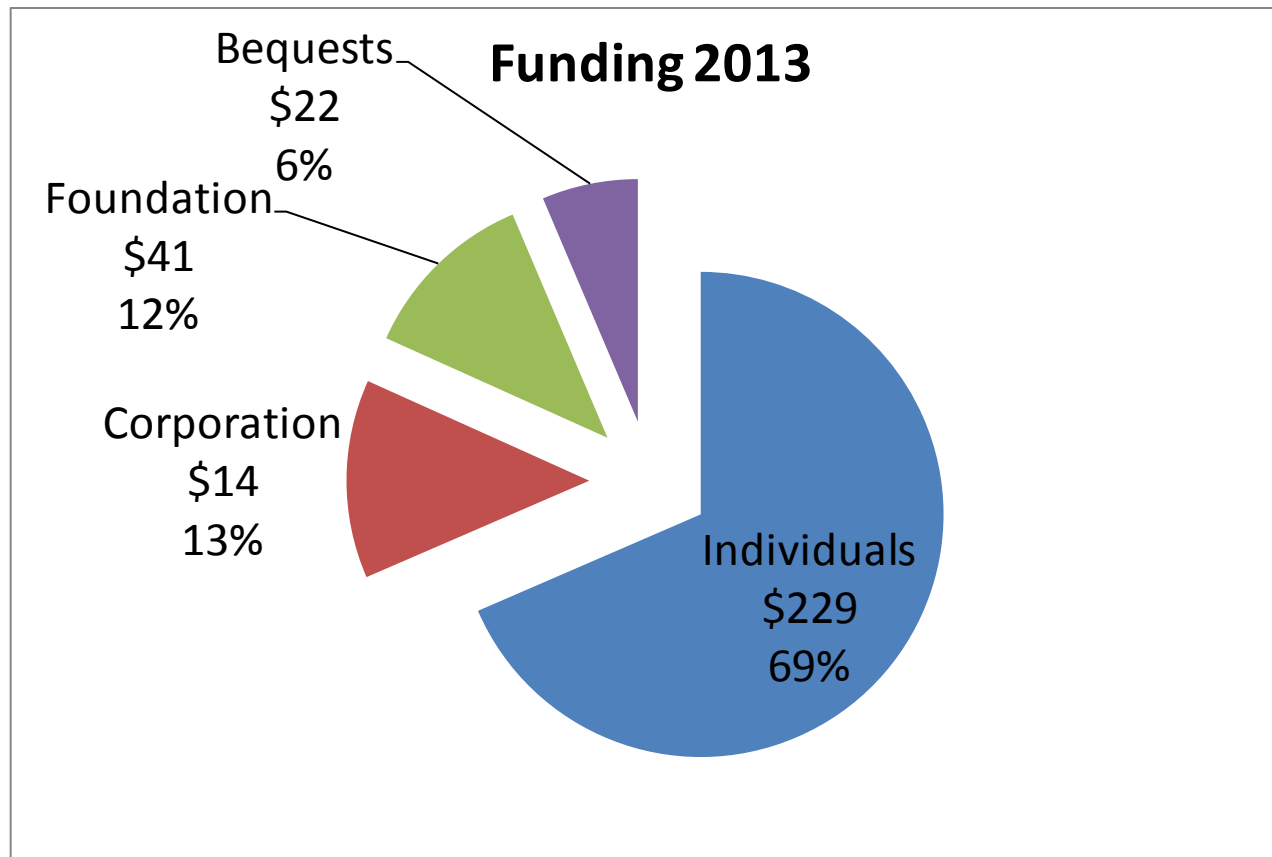




# **Today's Agenda:**

- **Community, People, Church Needs Assessments**
- **Visioning, Researching & Identifying Grant Opportunities**
- **Grant Development - 10 Strategies**
- **Fundamentals of Grant-writing**
  - Grant Components
- **Submitting a Successful Grant Proposal**





**Source: Giving USA 2009, Giving USA Foundation, researched and written by the Center on Philanthropy at Indiana University**

\$ in Billions given Annually \$307.65 Billion



# E. WILSON SIX MILLION IN FUNDING RECEIVED

THE ATLANTA  
WOMEN'S  
FOUNDATION



WELLS  
FARGO



# FUNDING RECEIVED Sept 2014



Sponsorship



Philanthropy



U.S. Small Business Administration



# Know your Community's Needs:

- Community Assessments
- Focus Groups
- Surveys
- Requests
- Complaints
- Empty areas



# What Are the Needs of the People?

- What is the need?
- What are we doing that we could be doing better?
- What should we be doing that we aren't?
- Can we do those things?
- Who in our Congregation/organization is qualified to do them?
- When do we need to do them?
- How will we cover the costs?



# First Grants to Consider?

- Wells Fargo
- Your Church Bank,
- Fifth Third Bank
- WalMart Foundation
- Office Depot Foundation
- Corporate Footprints
- Community Foundations



# CORPORATE GIVING BY STATE



# Identifying Grant Resources:

- [www.cogic.org](http://www.cogic.org)
- [www.good360.org](http://www.good360.org)
- [www.Grants.gov](http://www.Grants.gov)
- Local Community Foundations
- The Chronicle of Philanthropy





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EDUCATION · ECONOMIC DEVELOPMENT · CRIME PREVENTION · FAMILY · FINANCIAL LITERACY

## National Grant Opportunities for November 2014

### Community Needs Worldwide Addressed

#### [The Coca-Cola Foundation](#)

The Coca-Cola Company and its global philanthropic arm, The Coca-Cola Foundation, partner with nonprofit organizations worldwide that address community needs and priorities in a meaningful way. Support is provided for programs that focus on one of the following four categories: *Water Stewardship* promotes access to clean water and sanitation, watershed protection in water-stressed regions, utilization of water, and water conservation. *Healthy and Active Lifestyles* supports physical activity and nutritional education programs, programs that motivate behavior modification, and programs that encourage lifestyle and behavioral changes. *Community Recycling* addresses litter abatement efforts, recovery and reuse, community recycling awareness, and research and innovation. *Education* focuses on scholarships, school dropout prevention, access to education programs, and other education initiatives. Online applications for grants or sponsorships may be submitted throughout the year. Visit the company's website to review the community request guidelines and application procedures.

### Grants Promote Social Justice Organizing

#### [Resist](#)

Resist offers support to grassroots groups engaged in activist organizing for economic, social, and environmental justice in the United States. General support grants of up to \$4,000 are provided to small budget groups who struggle towards a broad vision of social justice, while opposing political and institutional oppression. Resist's interests include community organizing and anti-racism projects, economic justice, environmental protection, LGBTQ rights, disability issues, labor organizing, and Native American organizing, among others. Requests are reviewed six times per year; the upcoming deadline is December 2, 2014. Application guidelines and forms are available on the Resist website.



# Strategies for Successful Proposals



## Reasons for NOT receiving a grant\*

\*Based on an analysis of more than 700 proposals rejected by the US Public health Services. Roy Meadot, Guidelines for Preparing Proposals, Chelsea: Lewis Publishers, Inc.



# 1

## **Follow** the Directions

**Organize, Clarify and Structure**



# Directions Matter!

- **35 – 50% of ALL federal and foundation proposals are rejected because they are poorly organized or don't conform to the RFP guidelines.**
- Read and analyze the RFP
- Research
- Read winning proposals
- Follow the outline laid out in the RFP



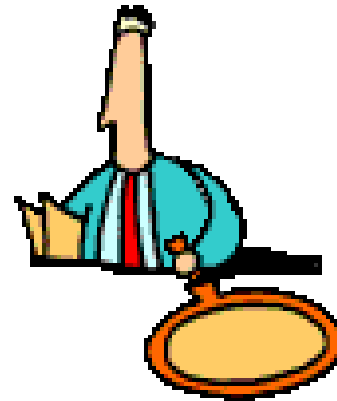
# Remember:

- Every year, proposals are disqualified because the writer failed to follow general format directions regarding the number of pages, appendices, fonts, spacing etc.
- Reviewers rank proposals lower when writers fail to follow instructions regarding what content goes in which section of the proposal.



# 2

## Independent eyes see better



Organize, independent eyes and collaborate

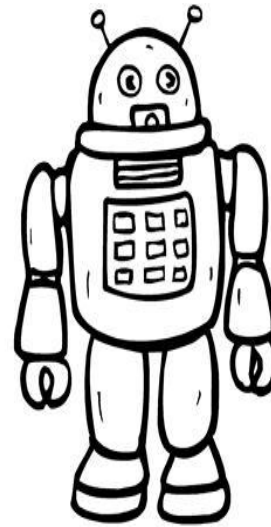


# Types of Reviewers

- Mechanical – Lockheed Martin (50% rejection)
- Human – External – Intermediary organizations, paid reviewers
- Human – Internal – Foundation or Corporate Staff, volunteer stakeholders



- Mechanical
- Review Team
- Funder Team



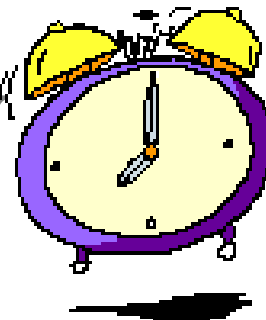
# Duties of Your Review Team

- Review checklist
- Spelling, grammar
- Timelines
- Research
- RFP Outline
- TTTT's & iiiiii
- Review strategy & selling points
- Cohesiveness & jargon review
- Goals clearly stated
- Strategies are feasible, realistic, logical
- Competencies



# 3

## Finish Early



**Timelines, checks and balances**



- Submitting a proposal on the due date is late to a Reviewer.
- Early proposals receive favorable consideration.
- Late proposals, even if received, receive negative consideration from reviewers.



# Remember...

- Proposal submission rules must apply to everyone. It is not up to the discretion of the program officer to grant you dispensation on deadlines.
- Equipment failures, power outages, hurricanes and tornadoes, and even internal problems at your institution are not valid excuses.
- Get your proposal in two or three days before the deadline.





# Prove It

Back up your facts, edit, and tie in to other data



# Remember...

- Format and brevity are important: Do not feel that your proposal is rated based on its wordiness.
- Proposals are meant as convincing documents, not reports or research.
- State your case, make your main points early and stay organized.



# Remember...

- Reviewers hate being challenged to read densely prepared text or to read obtusely prepared materials.
- Take pity on the reviewers. Make your proposal a pleasant reading experience that puts important concepts up front and makes them clear. Use figures appropriately to make and clarify points, but not as filler.





# **Tell A Story**

**Beginning, Middle & End**



# Remember...

- Address the big picture.
- As you are writing, convey your passion and enthusiasm for the project, so that reviewers become excited as they read your proposal.
- Describe why your project is exciting and distinct from others.

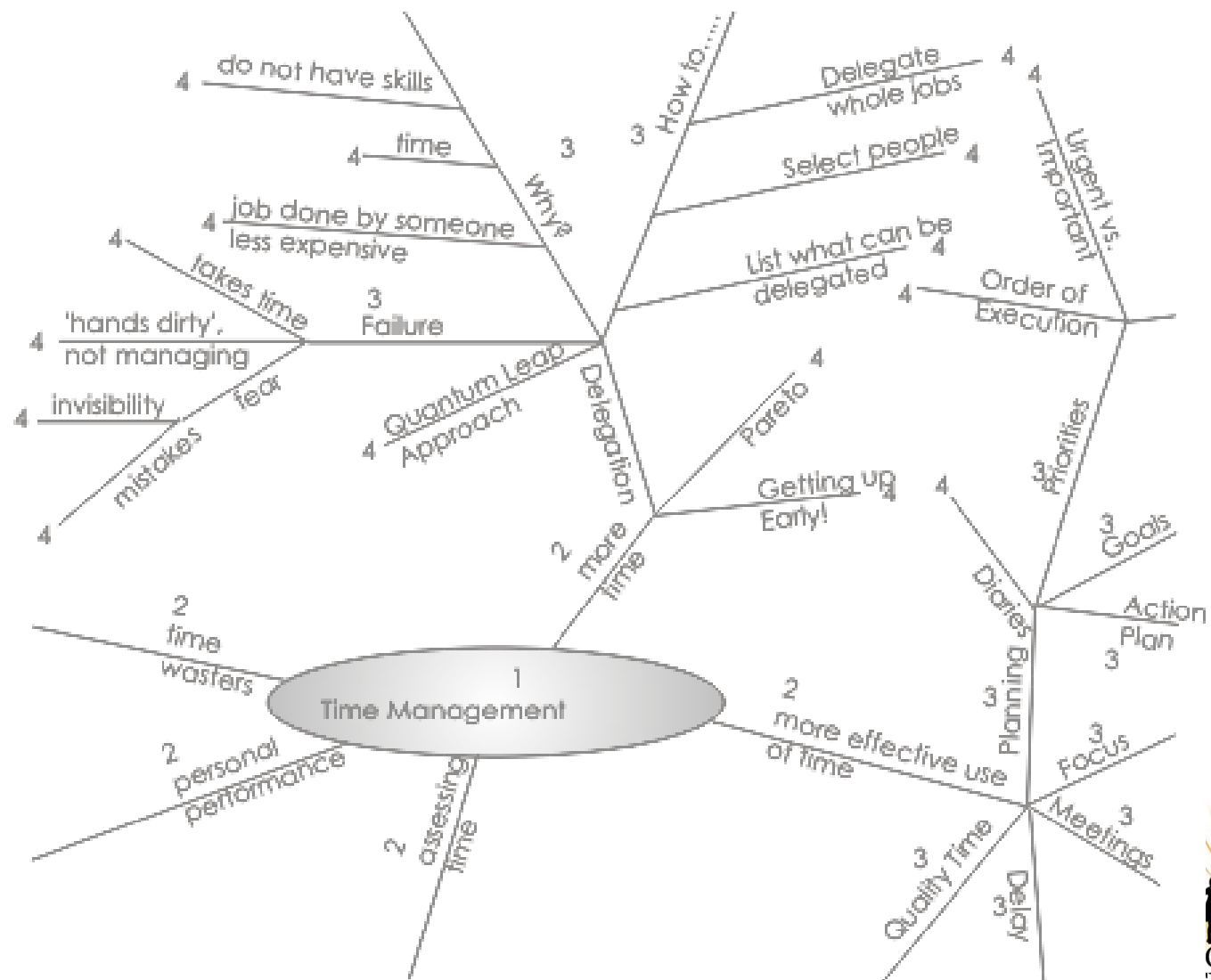




# **Mind map** the details

**Detail your facts, edit, and tie in to other data**





Where's the Beef? Present a clear path from data to interpretation to theory to result.





# **Innovate** Best Practices

**Create, Expand, Go Beyond**



What's Better?

What's New?

What's Hot?

What's New?

What's Innovative?

New Services?

What's New?

New Use of Technology?

New Markets?

Efficient?

Problem Solved?

What's New?

What's Different?

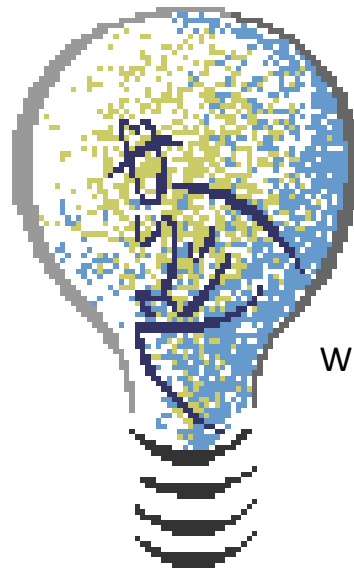
What's New?

What's New?

Who's New?

What's New?

What's New?





## **3 C's** Capacity, Competence & Capabilities

**Tell Your Story, Why Your Team, Meet The Need**



# Remember...

- Make sure the proposal shows that your team has both the background and expertise to carry out the project.
- Know your organizations areas of expertise, what are your strengths and what are your weaknesses. Play to your strengths, not to your weaknesses.
- Establish your credentials and expertise in a subject area. Your track record does count.





# **Focus** on the Funders Needs

**Know Their Story, Relate to the RFP, Meet Their Need**



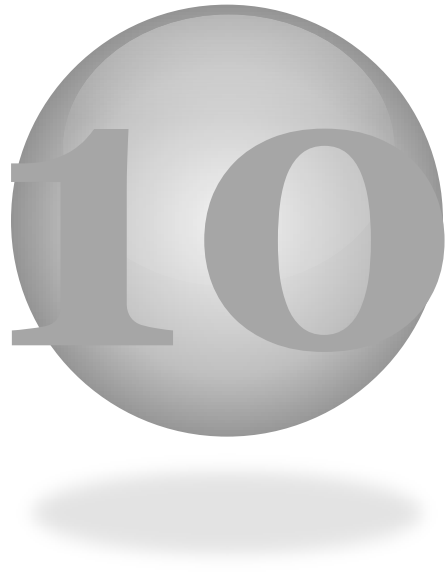
Ask "what can WE do for the corporation/funder/organization rather than what the corporation/funder/organization can do for US".



# Remember...

- Know the funding source from which you seek support.
- Never submit a proposal to a funder if you are not certain that it is the correct source to support your work.
- Don't waste your time writing a proposal that has no chance of success from the get-go.





# **Relationships...** Matter!

**Know Who, What and Why Before You Ask !**



# Build Relationships

- Make contacts through your networks
- Memberships in organizations that facilitate networking
- Know what the Funder is doing in your community/their footprint
- Develop the Capacity to quickly publicize your organizations activities

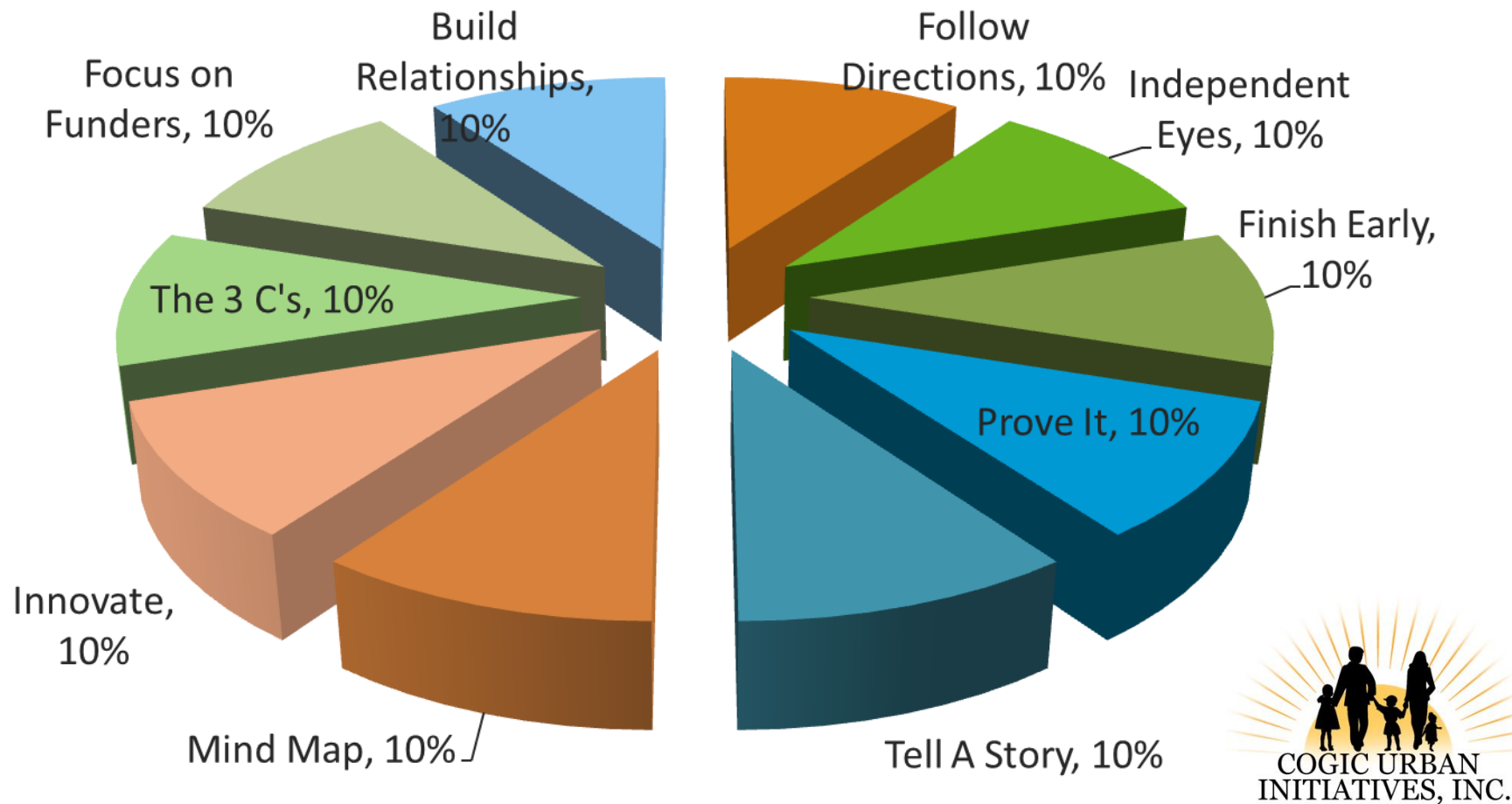


# Build Relationships

- Facebook, LinkedIn, Social Media
- Online Newsletters
- Blogs, webinars, trainings
- Client testimonials
- Media opportunities
- Provide opportunities to collaborate on Board of Directors, Loan Committees, Advisor Boards, Volunteers, Memberships, community organizations
- Fraternal organizations



# Review of the 10 Strategies



# QUESTIONS?



**For more information...**

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