

Successful Government Grant Seeking

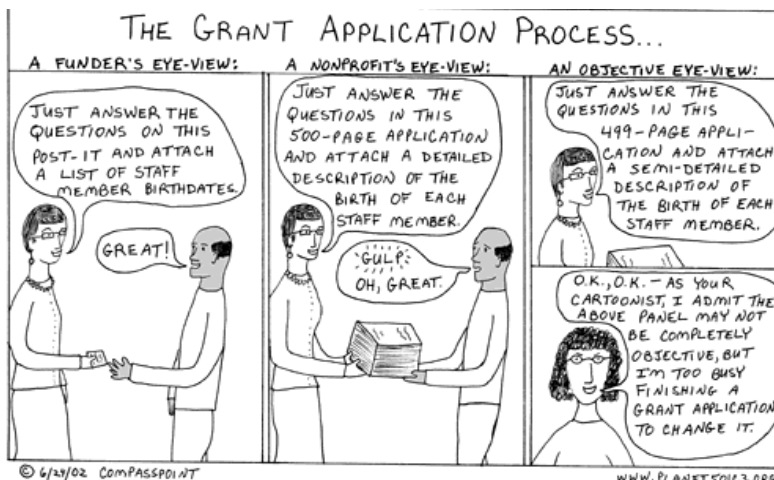
August 21, 2014

A PDF of this presentation is available at: <http://glenpricegroup.com/files/082114slides.pdf>



The Glen Price Group: www.glenpricegroup.com

Orientation to Potential Funders and What They are Looking For



The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking

8/21/14

**What are the first words that
come to mind when you
hear the words “Government
grant funding?”**

The Glen Price Group: www.glenpricegroup.com**Successful Government Grant Seeking**

8/21/14

Time	Agenda
8:30	Welcome and Introductions
8:40	Review Workshop Objectives and Agenda
8:45	Why Government Funders Give Away Money
8:55	What Makes the Process of Seeking Government Grants Unique
9:05	Researching Federal and State Grant Opportunities
9:30	Making Solid Choices—Bid / No-Bid Decision-Making
10:15	Preparing Competitive Government Grant Proposals
11:00	Proposal Writing Tips
11:20	Workshop Evaluation and Closure
11:30	Adjourn—Thank You!

The Glen Price Group: www.glenpricegroup.com

Why Government Funders Give Away Money: Assumptions About and Trends in Government Grant Funding



The Glen Price Group: www.glenpricegroup.com

Assumptions About Government Grant Funding

- Government funders do not “give away” money —there are always expectations attached
- Like foundations, government agencies have goals they want to achieve, and grants are the means doing this
- In the case of federal and state grant funds, grants are a way to advance a legislative agenda by defining a program and identifying local entities (local government, CBOs) to carry it out



The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking

8/21/14

Trends in federal grant funding:

- Greater focus on Research-Based programs
 - ▶ Evidence based programs (EBPs)
 - ▶ Important to keep up with the research
- New emphasis on accountability
 - ▶ Stricter reporting standards
 - ▶ Applicant capacity for administrative/fiscal management
- Required matching and leveraged resources
 - ▶ Many CBOs identify lack of match as a key barrier
- Focus in recent years on funding model or “innovative” programs that can be replicated elsewhere
- Collaboration (Maximize existing resources)
- Sustainability



The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking

8/21/14

What Makes Government Grant Seeking Unique?

- Grants are designed for a specific purpose vs. more broadly focused foundation funding
- Specific grant opportunities are frequently offered on an annual basis over a period of years vs. quarterly deadlines for foundation proposals
- The period from announcement to submission deadline is brief—usually 4 to 6 weeks
- Government grants are often for larger amounts of money



The Glen Price Group: www.glenpricegroup.com

What Makes Government Grant Seeking Unique? (cont.)

- Due to greater award amounts, government funding opportunities are generally more competitive
- Applications for government grants are subject to more scrutiny—applicants must demonstrate greater capacity
- The application process is more impersonal—cultivating relationships is less important
- The format and content of government grant applications is usually more proscribed



The Glen Price Group: www.glenpricegroup.com

Government Funding Opportunity Research



The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking

8/21/14

Key Sources for Research:

- Grants Network: Research - <http://ecivis.com/> (includes State of CA)
- Grants.gov - <http://www.grants.gov/>
- <http://efficientgov.com>
- Websites/email lists of relevant state government agencies
- Websites/email lists of statewide organizations that address the service area(s) of your organization

The Glen Price Group: www.glenpricegroup.com**Successful Government Grant Seeking**

8/21/14

Prospect Research Process

IDENTIFY POTENTIAL OPPORTUNITIES



"DATABASE" THE PROSPECTS



ANALYZE AND PRIORITIZE (BID/NO-BID)

The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking

8/21/14

Dipping Your Toe into Government Grant Applications

- Government grants can be intimidating—how do you begin?
- Identify someone in your organization to be responsible for researching government opportunities
- Begin by becoming a partner with a larger lead agency



The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking

8/21/14

Dipping Your Toe into Government Grant Applications

- Build your capacity as an organization-fiscal, administrative
- Measure and track your program outcomes to document your success
- If at first you don't succeed, keep trying
- Obtain all the feedback you can from the government agency you applied to, and use it to improve your next effort



The Glen Price Group: www.glenpricegroup.com

Registering on Grants.gov



The Glen Price Group: www.glenpricegroup.com

Bid/No-Bid Analysis




The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking 8/21/14

What is Bid / No Bid Analysis?

- Structured exercise to determine “fit” between a grant opportunity and your:
 - ▶ Organizational Mission
 - ▶ Strategic Plan
 - ▶ Organizational Capacity
 - ▶ Possibility for Success
 - ▶ Opportunity to define success:
 - Grant
 - Capacity Building
 - Planning
 - Partnership


The Glen Price Group: www.glenpricegroup.com


Successful Government Grant Seeking 8/21/14

A Bid/No Bid Analysis Form

Bid / No-Bid Analysis Form

Funding Opportunity Background Information	
Name of Funder: _____	
Program Area of Opportunity: _____	
Title of Funding Program or Foundation Priority: _____	
Other Identifying Information (CFDA, Grants Network): _____	
Funder/Opportunity Website: _____	
Due Date: _____	
Eligible: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Eligibility Notes: _____	
Match	
Total Amount of Funding Available: <u> </u> Dollars	
Match Required: <input type="checkbox"/> Yes <input type="checkbox"/> No	
If YES, Match Type Required (e.g. percentage, cash, in-kind, source limitations): _____	
Are the matching funds available? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> NA	
Minimum Grant Size: _____	Maximum Grant Size: _____
Term of Award/Grant (number of years): _____	
Financial/Match Notes: _____	
Funding Opportunity Competition	
Minimum # of awards: _____	Maximum # of awards: _____
<input type="checkbox"/> New Funding Program <input type="checkbox"/> Continuing Funding Program	
If continuing, do previous awardees have preference for renewal? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Competition Notes: _____	

Page 1 of 2
Prepared by the Glen Price Group


The Glen Price Group: www.glenpricegroup.com

Break



The Glen Price Group: www.glenpricegroup.com

**Preparing Competitive
Government Grant
Proposals**



The Glen Price Group: www.glenpricegroup.com

Linking Proposal Development and Strategic Planning

- GPG Orientation: Resource development is a process of asset building.
 - ▶ What are examples of assets that your organization has?
 - ▶ Which of these assets could be developed to create greater impact?



The Glen Price Group: www.glenpricegroup.com

Linking Proposal Development and Strategic Planning

- Resource development is a function of (not a replacement for) strategic planning, which, in turn is a process of asset development.
- Funders will support you if you articulate your mission and programming strategy in ways that are truthful and compelling.
- Mission and strategy – not funding opportunities– should be the primary driving force for programming.



The Glen Price Group: www.glenpricegroup.com

Building Strong Narratives

- Proposal writing tips
- Planning content
- No jargon!
- Think about 21st Century readers
 - ▶ Use tables, charts, and other graphics to present information in a more clear and compelling way



The Glen Price Group: www.glenpricegroup.com

Government Proposal Writing Tips

- Executive Summary: Umbrella statement of your case and summary of the entire proposal
- Statement of Need (description of assets): Why this project is necessary
- Project Description: Nuts and bolts of how the project will be implemented and evaluated
- Budget: Financial description of the project plus explanatory notes
- Conclusion: Summary of the proposal's main points
- Use Charts – judiciously



The Glen Price Group: www.glenpricegroup.com

Use the Reader's Eye!



The Glen Price Group: www.glenpricegroup.com

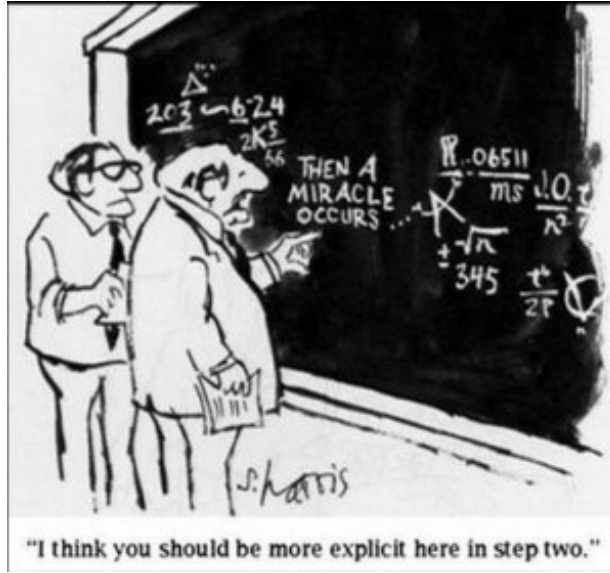
The GOALS Framework



The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking

8/21/14



occür

The Glen Price Group: www.glenpricegroup.com

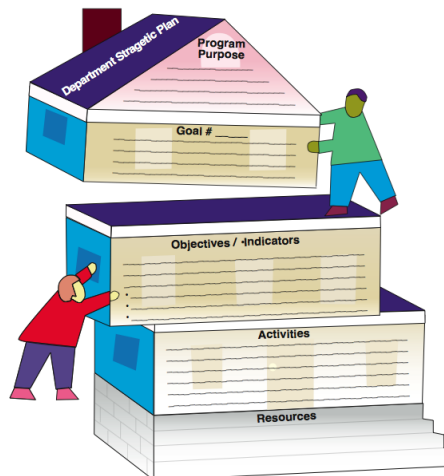
Successful Government Grant Seeking

8/21/14

Proposal Development

GOALS

GOALS OBJECTIVES ACTIVITIES LINKED STRATEGICALLY

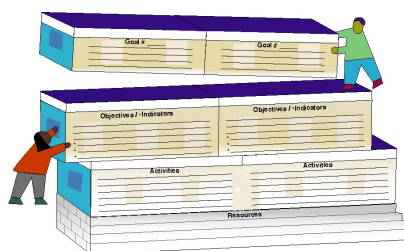


occür

www.glenpricegroup.com

What is a goal?

- A broad statement (not usually in measurable terms) that describes the desired impact. Goals should align with and support program purpose and organizational/departmental mission.

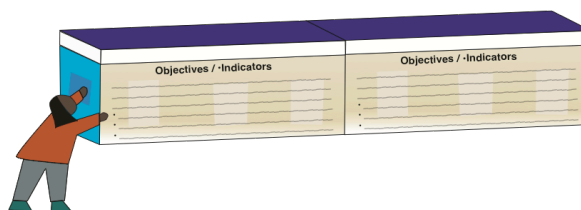


occÜR

The Glen Price Group: www.glenpricegroup.com

What is an objective?

- An objective is a subgoal. It identifies a short-term, measurable step within a designated period of time that is moving toward achieving a long term goal.

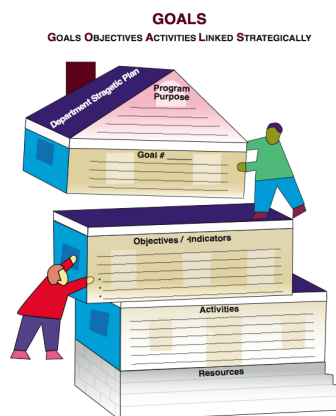


occÜR

The Glen Price Group: www.glenpricegroup.com

Program Objective

- A program objective is a specific and usually quantifiable statement of measurable outcome which can be used to determine program progress towards the program goals. Collectively, objectives represent a quantification of the program goal.



The Glen Price Group: www.glenpricegroup.com

Defining Program Objectives

- Objectives are stated in measurable terms.
- A program could have between 5 to 12 objectives depending on scope.
- There should be at least one objective for each component of your program.
- The objectives should, taken together, have the effect of achieving the overall program goal.
- There should be cohesion among the objectives.



The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking

8/21/14

Tips for Approaching Defining Program Objectives:

- Make a list of things that must be done to achieve your program goals.
- Rewrite each item on the list in the form of a result that can be measured and with some specification of a time allotment for the objective.
- Review all of the objectives and adjust them to achieve an appropriate balance between them.

The Glen Price Group: www.glenpricegroup.com**Successful Government Grant Seeking**

8/21/14

The SMART Objective


- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**ime-Bound

The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking 8/21/14

Program Objective Examples (critique)


- The program will train 80 teachers.
- The program will develop 15 community health centers.
- A minimum of 100 individuals will participate in the work experience program.

 The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking 8/21/14

Example: Russian River After-School Partnership


Goal	Program Tools	Objectives	Outcomes	Measure
Improve Academic Performance	Provide support and educational opportunities for students, parents, and families in order to better support students' educational and developmental needs.	<p>337 students will spend an average of 3.75 hours per week in an after school academic program, working with certificated teaching staff who link tutoring activities to school day programs.</p> <p>337 students will spend a minimum of 3.75 hours per week in project-based learning activities gaining key academic skills.</p>	<p>Students will make accelerated progress toward meeting or exceeding state standards and also show a 25% improvement over baseline data in English/ language arts and mathematics.</p> <p>Participating schools meet or exceed their API and AYP targets.</p>	CAT/6 Tests CA Standards Test Grades Teacher Assessment .

 The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking 8/21/14

Example: California Emerging Technology Fund

Goal	Objective
(1) Increase understanding of the importance of broadband technology in low-income communities in California.	(1.1) Media messages reach over 5 million targeted, low-income community members, resulting in requests for referrals and assistance
	(1.2) 694,380 low-income community members are referred to community partners that can increase their computer literacy skills and access social services online.


The Glen Price Group: www.glenpricegroup.com

Successful Government Grant Seeking 8/21/14

GOALS Template

Program: _____

Goal # ____ :

Objective 1:

Objective 2:

Activity 1


Activity 2

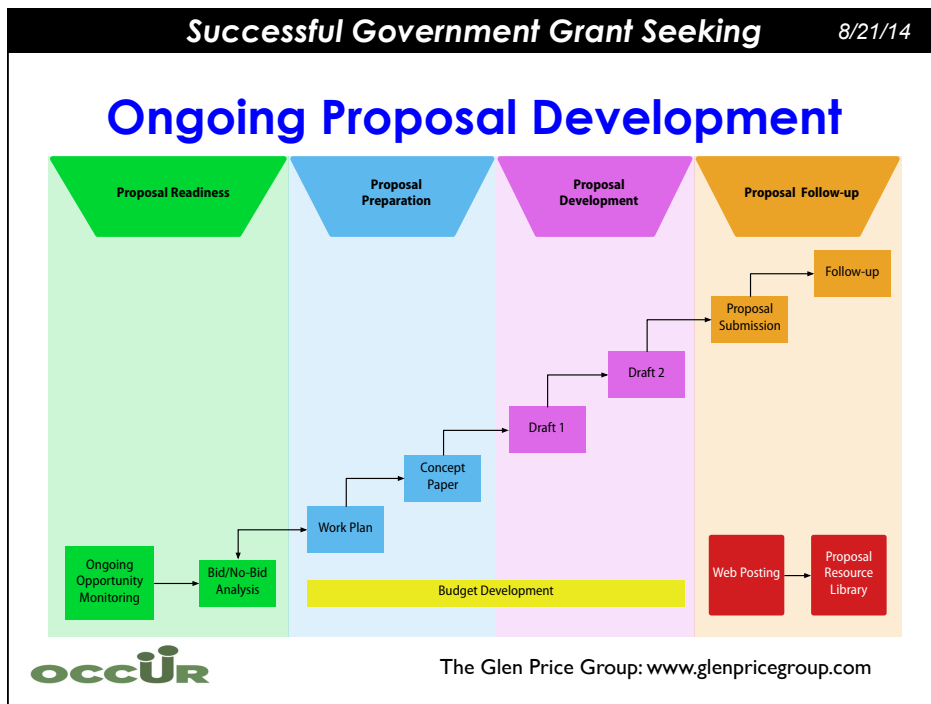
Activity 3

Activity 4

Activity 5

Activity 5


The Glen Price Group: www.glenpricegroup.com



Successful Government Grant Seeking 8/21/14

Closing Comments and Evaluation

occÜR

The Glen Price Group: www.glenpricegroup.com

Thank You!

A PDF of this presentation is available at:

[http://glenpricegroup.com/files/
082114slides.pdf](http://glenpricegroup.com/files/082114slides.pdf)

Follow us:

Twitter: @glenpricegroup

Facebook: glenpricegroup



The Glen Price Group: www.glenpricegroup.com