

GRANT WRITING BASICS: STRENGTHEN YOUR NARRATIVE



**A workshop presented by
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OVERVIEW OF PARC RESOURCES



- ❑ Offices in Oregon (Bend/Weston)
- ❑ 36 years working with rural and tribal communities
- ❑ A consortium of experts

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OVERVIEW OF TOPICS

□ Getting Started

- Types of grants
- Prerequisites
- Budgets, goals, objectives, and timelines

□ Project Narrative

- Abstract
- Organization Information
- Defining the Need
- Project Justification
- Capacity
- Sustainability

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GETTING STARTED



TYPES OF GRANT FUNDING



- ❑ Federal resources
- ❑ State agencies and departments
- ❑ Private Foundations

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DUE DILIGENCE

- ❑ Funders like to see proper planning
 - ❑ Strategic plans
 - ❑ Master plans
 - ❑ Business and Feasibility Studies
 - ❑ Capital campaign plans
 - ❑ Architectural drawings
 - ❑ Best practices
 - ❑ Sustainability

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GETTING STARTED

- Pre-applications and Letters of Inquiry/Intent
- Collect data
- Develop the budget
- Set goals, objectives, and activities
- Tie objectives and activities to a timeline

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TIPS FOR GENERATING THE BUDGET

- All project activities & expenses are included here.
- Be consistent across multiple forms.
- Review the requirements carefully (i.e. look for required expenses, limits on funding, and ineligible activities).
- Use quotes and/or verifiable calculations – be as specific as possible.
- Include in-kind, but be sure it is included in both revenue and expenses.



BUDGET NARRATIVE/JUSTIFICATION

- ❑ Itemized breakdown of budget
- ❑ Explanation of each line item
 - ❑ Justify need for each line item
 - ❑ Show calculations
 - ❑ Be clear, concise, and logical



GOALS & OBJECTIVES

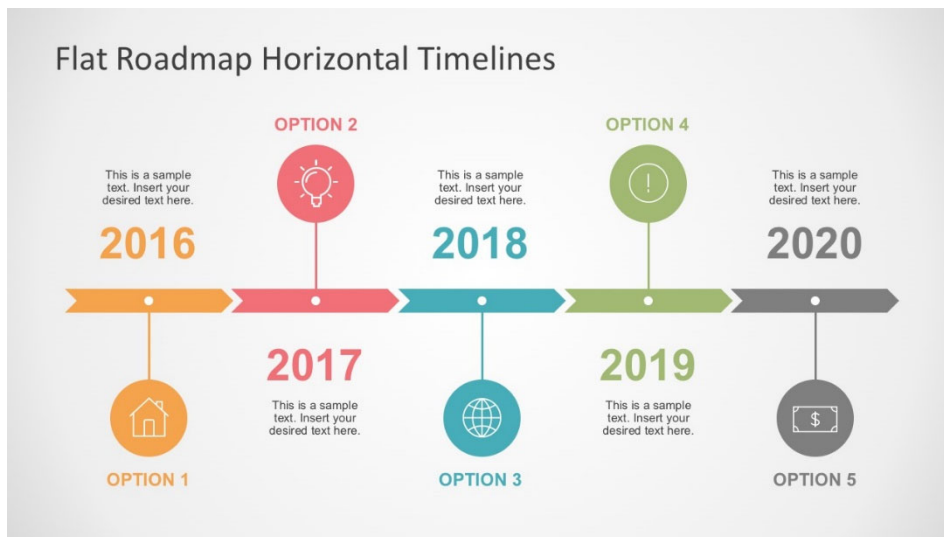
- ❑ Goals broadly describe the end results
- ❑ Objectives are logical, measurable program outcomes
 - ❑ Progress, not just completion.
 - ❑ Match evaluation plan to stated objectives



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TIMELINES



- ❑ Align with funding period
- ❑ What you deliver and when
- ❑ Timeline as narrative outline
- ❑ PLAN FOR SUCCESS
- ❑ Clear steps, stages & phases
- ❑ Logical progression





PROJECT NARRATIVE: BRINGING IT ALL TOGETHER



TIPS FOR WRITING THE NARRATIVE

- Follow the grant guidelines to the letter
- Tell a story***
- Engage the reader
- Use jargon and technical language carefully
- People not buildings
- Use third person
- Active language not passive voice
- Assertive, positive language & momentum



PROJECT TITLE & ABSTRACT/OVERVIEW

- ❑ Usually 1/2 to 1 page in length
- ❑ Captures the highlights
- ❑ Contact information for the applicant
- ❑ Summarize the project, goals, objectives and timeline
- ❑ Include a list of project partners, if applicable
- ❑ Identify the total budget and request amount
- ❑ List sources of matching funds (pledged or anticipated)



ORGANIZATION INFORMATION

- What is the purpose/mission of your organization?
- What programs or services do you provide?
- What population do you serve?
- What are your successes/accomplishments?
- Do you have any partnerships?



THE NEED

- Describe the problem/need.
- Use narrative and demographic evidence.
- Include letters of support when appropriate.
- Are other needs emerging?
- Snowball effect.



THE NEED – FINDING DATA

- ❑ Assemble facts or statistics to support the project
 - ❑ U.S. Census Data: City, County, State
 - ❑ <https://data.census.gov/cedsci/>
 - ❑ Oregon Distressed Areas:
 - ❑ <http://www.oregon4biz.com/Publications/Distressed-List/>
 - ❑ Oregon Unemployment Statistics:
 - ❑ <https://www.qualityinfo.org/education/questi/?at=1&t1=4101000000~unemprate~y~2000~2020>



PROJECT DESCRIPTION

- Be clear and concise – use active voice.
- Identify any challenges you anticipate.
- State a plan to overcome challenges.
- Describe project results or outcomes.
- Align project with organizational goals.
- Demonstrate readiness to proceed.

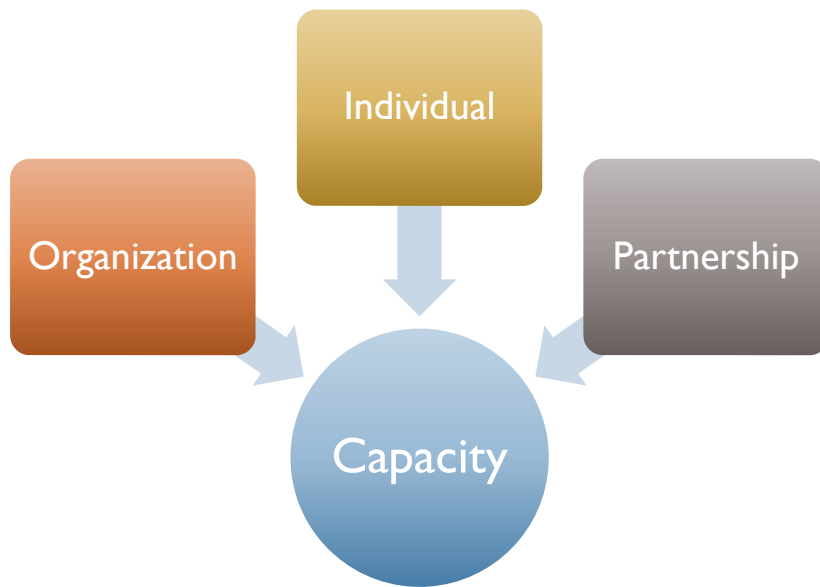


JUSTIFY THE APPROACH

- This is the “right” solution.
- Can be this approach replicated?
- How has this approach has been used by others?
- This is a “cost-effective” approach.
- What is the project timeline?
- Is the project sustainable?



CAPACITY



- ❑ Do you have the resources to achieve your outcomes?
 - ❑ Organizational resources
 - ❑ Person or people with expertise in the field
 - ❑ Coordination with partner organizations



EVALUATION

- Measures goals and objectives
- Determines project progress and success internally
- Identify data to collect
- Describe how the information will be collected and analyzed
- Describe how the results will be reported
- Determine the audience for the evaluation
- Who will complete the evaluation?



SUSTAINABILITY



- ❑ Generally refers to “Profit.”
 - ❑ How will the project continue after grant period?
 - ❑ Are you capable of sustaining the project or program?
 - ❑ Sustainability includes other funding sources.



SUBMITTING THE PROPOSAL: THE FINISH LINE



REVIEWING THE PROPOSAL



- Another set of eyes to review your proposal
- Do you meet all required guidelines?
- Compare application to checklists



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PREPARING THE APPLICATION PACKAGE

- ❑ Follow the funder's guidelines to the letter
- ❑ Present a clear, well-organized proposal
- ❑ Keep it simple and straightforward
- ❑ More information is not always better!



REMEMBER...

- ❑ Good proposals do not always get funded
- ❑ Ask for feedback from reviewers
- ❑ Don't give up! Improve and resubmit the application
- ❑ Look for different/better funding sources
- ❑ Restructure your project to fund smaller pieces



THANK YOU!

For more information about grant writing or for assistance preparing an application, please feel free to contact us at 1-800-758-6812, info@parcresources.com, or visit us online at www.parcresources.com.

