

Grant(*loan*)writing 101

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BUT, FIRST....











60% 8:37 PM



“There is no grantsmanship that will turn a bad idea into a good one, but there are many ways to disguise a good idea.” - Norm Braverman, NIH



What keeps us from applying for grants?

Did You Know...

- only 1 proposal in 5 is turned down because the idea wasn't good
- A rejected proposal is worth the free advice
- the success rate is higher for proposals turned in a second time
- the success rate on a third submission is almost 1:1

Recycle your Rejected Proposal

**Success means having
one in three proposals funded**

- A rejected proposal does not always mean the idea was rejected
- Obtain reviewer comments
- Call the program officer
- Rewrite, revise, resubmit

The application process is never wasted

- Can't get a grant unless you write one
- Professionally fulfilling
- Requires you to focus your thoughts

Developing your ideas

- See what else is out there...
- Have a brainstorm session
- Commit your ideas to paper
- Thoroughly describe your program
- State the goals and objectives of your program
- Construct a timeline
- Estimate costs for staff, materials, and equipment
- Plan for an evaluation of your program

What keeps us from applying
for grants?

Not Enough Time

Writing is like anything we do...needs constant practice.

Write everyday at a regular time in the same place. 20 minutes

Write and review as a team

What keeps us from applying for grants?

**“NO RIGHT
GUIDE!”**

Appropriate Writing Style

- Write to the funding source
- 5 W's
- **Never** write in 1st person
- Be Clear & Concise
- Write to inform
- Write to persuade
- Don't use biased language or hyperbole
- No unsubstantiated opinions
- Use reputable data
- Establish credibility

A Readable Style

- Scannable
- Make sure all pages are not just solid text
- Use bulleted items & graphics where appropriate
- Use headings and subheadings, bold and underline
- Well constructed introductory sentences in every paragraph
- *Use a readable type face*

Words that paint a picture

“Better, greener stormwater practices will improve this community.”

“Closed businesses, damaged roads, water and mud in homes are all regular spring occurrences in the Town of Floodsville.”

The Title

The title is important. It should convey what the project is about. The title is your 'elevator speech'

No!: Local Waterfront Revitalization in the village of Littleville

Yes!: Creating a creekside Live/Work/Play district in downtown Littleville

Editing your Grant

- After you have finished your draft:
 - set it aside for a day
 - revise
- Have someone else read it
- Have them tell you what your project is about
- Edit for clarity and brevity

What keeps us from
GETTING grants?

Keys to Success

Innovation and Creativity is important

Looking for new solutions to old problems

How do you create creativity?

Calling the Program Officer is one of the most important elements

85% of all successful grant seekers have had contact with the program officer

10 Reasons Why Proposals Fail

- Deadline not met
- Guidelines not followed
- Did not meet program priorities
- Incomplete
- Poor background or demonstration of need
- Appeared beyond applicant's capacity
- Implementation plan weak
- Unrealistic budget
- Cost greater than benefit
- Poorly written

Is it the Right Grant?

- Are you eligible?
- Can you match?
- How many funded?
- How much money/Range?
- Can you meet guidelines?
- Who do they fund?
- Type of project?
- Interest, but no grants

Geographic Spread

Where to Look

Federal grants

- www.grants.gov

NYS grants

- Check the specific state government agency
- CFA: <http://regionalcouncils.ny.gov/>

Foundation grants

- The Foundation Center
- GrantStation
- Fundbook

Some popular funding programs

USDA Rural Development

- Water/wastewater
- Community Facilities
- Distance Learning
- Telemedicine
- Housing Loans/grants

Community Development Block Grant

NYS DOS

- Local Government Efficiency
- Local Waterfront
Revitalization Program

Appalachian Regional Commission

NYSERDA

NYS Dept. of Envi. Conservation

- WQIP

NYS Ag/Markets

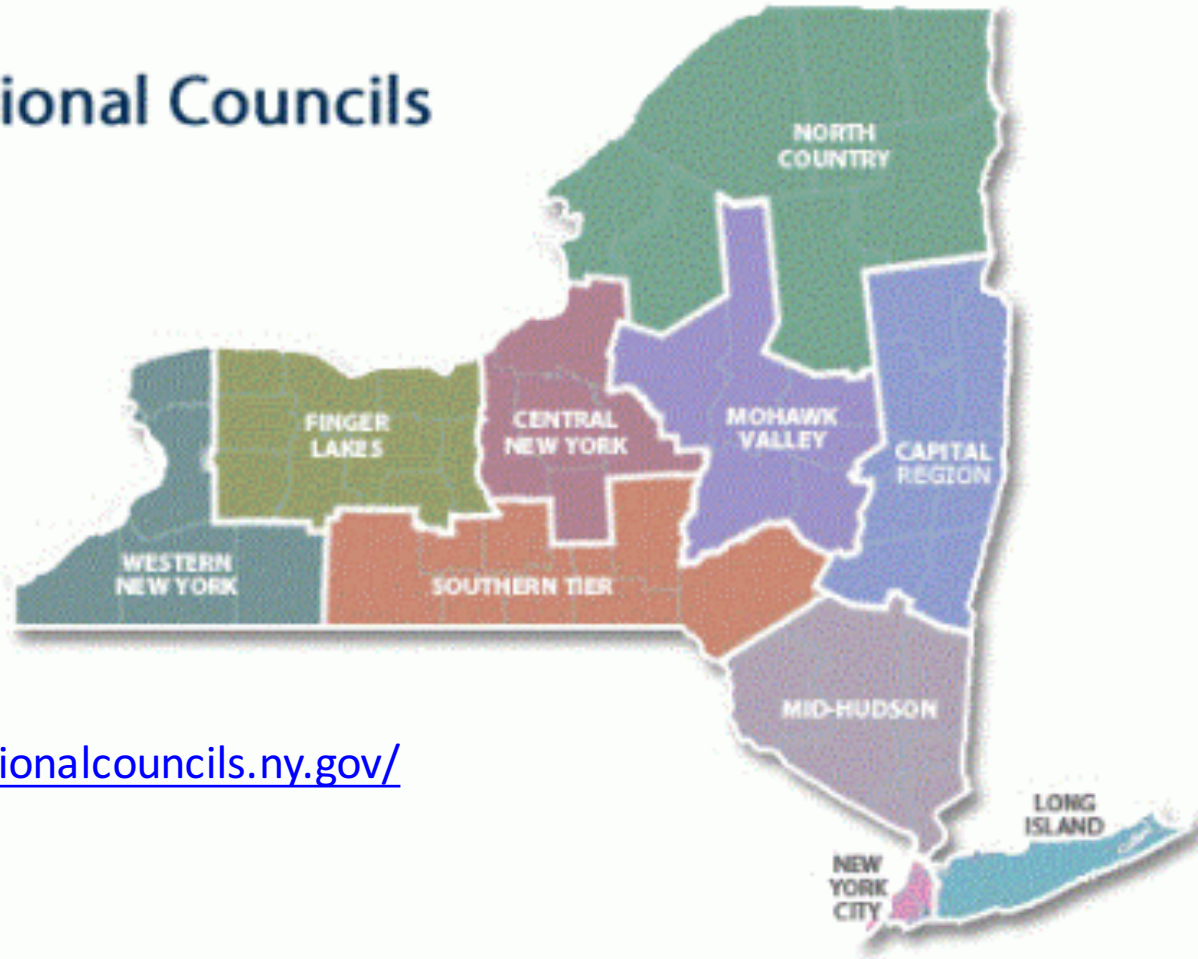
- Ag district planning grants

NYS Environmental Facilities Corporation

- water/wastewater
- GIGP
- Engineering Planning grant

NYS Regional Economic Development Councils

Regional Councils



<http://regionalcouncils.ny.gov/>

UNDER THE GAVEL



They said I didn't
follow Robert's Rules at
our student council
meeting this morning.

copyright RADOP 2010



I don't get it,
who's Robert and
why did he get
to make the rules?

A few slides on Meetings...

PLANNING A MEETING

The following should be considered *in advance* when planning meetings:

- Is a meeting necessary? Why meet? What is the purpose?
- Who should attend?
- Is there a facilitator, or meeting leader?
- What subjects must be covered? Should other subjects be considered?
- What resources are necessary to conduct this meeting?
- What ground rules are needed?
- Is a public hearing required to discuss any of the subjects to be covered?
- Have a timed, printed, distributed agenda? Are you cramming ten minutes into an hour? Could this meeting be an email?
- Are there stated measureable goals?
- Is there/will there be follow-up? Action items? Distributed notes/minutes?

Other Concerns

- Room Set-Up
- Materials and Equipment
- Breaks
- Snacks
- Nametags

Unsuccessful Meetings/Groups

- Think of your experiences with meetings and groups which were ineffective and/or inefficient.
- What were some of the contributing factors?
 - Poor facilitation?
 - No clear goals?
 - No agenda?
 - No agency or responsibility?



This?





Or, this?



Or, This?



Does anyone like these types of meetings? Anyone? Anyone, at all?





Probably the guy with a chip on his shoulder and plenty of displaced aggression...

...oh, and the media.

An alternative approach to this meeting design?



Alternatives to the mic in the aisle 'public engagement'....

When folks are behind a podium with a mic, it instantly raises the stakes.

Break down the 'public speaking' tension by removing those items. Use also/instead:

- Survey forms
- 'post-it' flip charts stuck on walls, give opportunity for folks to add comments
- Try holding the mic, don't use a stand or podium.



We're here to help...

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