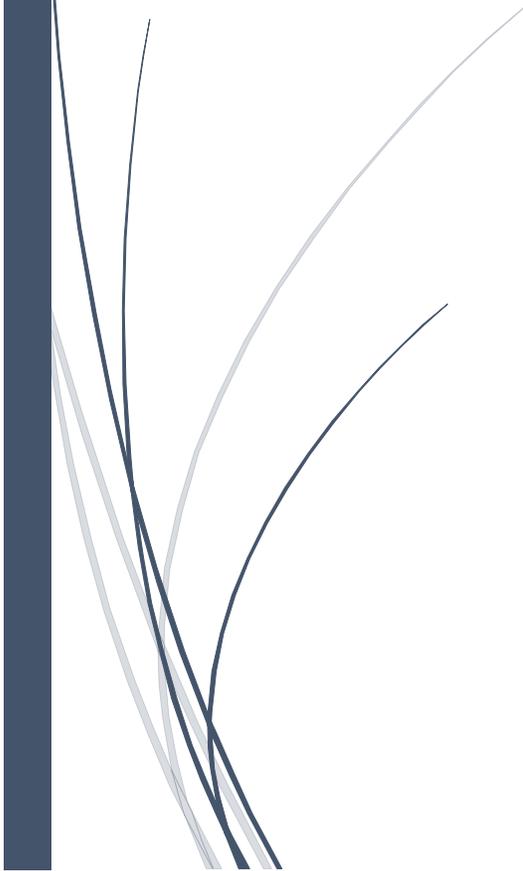




Grant & Funding Playbook

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A decorative graphic in the bottom left corner consisting of several thin, curved lines in shades of blue and grey, resembling stylized grass or reeds.

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www.agwa.us

"A few CIOs who spoke with *Government Technology* suggested that private industry could play a bigger role in helping short-handed local governments find grant opportunities."

-September 18, 2009, Andy Opsahl, Government Technology Magazine

"We're rewiring the whole police campus right now, which is a \$2 million project. I can't stop that project to chase after some stimulus money when I'm not sure how much of a chance we even have to get it."

-Steve Ferguson, CIO, City of San Jose

"The knights on white horses are going to have to be the vendors that typically want to do business with us or are doing business with us."

-Kevin Dickey, Chief Information Security Officer, Contra Costa County

"We want the vendor community to stand on their heads."

-Otto Doll, CIO City of Minneapolis

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TERMINOLOGY AND DEFINITIONS

Abstract: A written summary of the grant program ranging from 1 paragraph to 1 page in length. Usually written by the applicant, it's also known as the Executive Summary and is even used as a press release.

Appropriations: Legislation passes by Congress to provide funding for grant programs.

Authorizing Legislation: A law passed by Congress that establishes or continues a grant program. Note: a grant program can be created but there are no funds available until appropriated.

Award: This is the formal, written document from the funding source notifying an applicant that they will receive funding.

Beneficiary: An individual or entity that will benefit from the grant funds.

Challenge Grant: Grant used to stimulate additional fundraising by committing payment only if the grantee raises funds from other sources.

Competitive Grant: Grant with limited funding. Applications will be evaluated by an independent panel and funds will be awarded based on greatest need.

Concept Paper: An abbreviated form of the grant application (2 to 3 pages) used in seeking corporate or foundation funding. Paper should include a problem statement, program narrative and a budget.

Cover Letter: A letter documenting the project, introducing the organization and establishing credit with a funding organization.

Direct Costs: Costs directly associated with operating a grant program that are reimbursed by the funding agency. This may include staff, consultants, equipment, travel and supplies.

Discretionary Grants: Grants awarded at the discretion of or based on the judgement of the funding agency to recipients selected in a competitive process. Discretionary grants usually involve a large number of competitive applications with limited available funding.

Draw-Down: The method by which a grantee requests payment from the funding agency. Also called Draws, these requests can be weekly, monthly, quarterly or lump sum.

Form 990-PF: IRS form submitted annually by all private foundations that provides for a public record of financial grants information. This is the equivalent of a tax return.

Formula Grant: Funding based on a formula written into the enabling legislation of the grant.

Funding Agency: Also called the Grantor, this is the agency, corporation or foundation that awards grants. Another common name is Grant Maker.

TERMINOLOGY AND DEFINITIONS

Grant: An award of money or direct assistance to perform an activity or project to address a specific purpose.

Grantee: The entity receiving grant funds who has ultimate responsibility in administering those funds according to the grant rules. Also called Recipient or Beneficiary.

Indirect Costs: Costs not directly identifiable with operating a grant program. Aka Overhead. These include administration and facilities costs and cannot be funded by the grant unless negotiated in advance.

In-Kind Contribution: Non-cash donation of labor, facilities or equipment for a project. Can be used toward matching grants in some cases.

Letter of Commitment: A letter that expresses the willingness of a community or other entity to commit resources toward a project. The letter should specify exact resources, commitments and/or actions.

Letter of Intent: A letter from applicants prior to the release of an RFP.

Letter of Support: A letter that expresses an endorsement and/or encouragement from an entity for a proposed project.

Matching Funds: In-Kind, donated, cash on hand or other assets required of the applicant to qualify for the grant. A separate grant can also be used as matching funds. Also called Cost Sharing or Match.

Memorandum of Understanding or Agreement: Document outlining partnerships or commitments between grantees and/or constituent organizations. MOUs are used when an organization partners with another organization for support or to apply jointly for grant funding.

Needs Assessment: Determination of the needs of applicants for which funding will be applied.

NGO (Non-Governmental Organization): Any nonprofit, voluntary citizens group organized on a local, national or international level.

Pass Through: Grants where the awardee is eligible to disperse funds to another organization. Usually grants awarded to state agencies which are passed down to cities, counties, etc.

Proposal: A written application submitted to a funding source describing a program and requesting funding.

RFP (Request for Proposal): A formal solicitation by a grantor seeking applications to fund projects.

TERMINOLOGY AND DEFINITIONS

Review Criteria: The parameters and requirements specified in an RFP that reviewers use in awarding points to grant applications.

Review Panel: A group of peers or experts selected by the funder to evaluate grant proposals in a grant competition and make recommendations about what proposals should be funded.

Secondary Population: A group other than the primary target for funding that may benefit from the grant. Also called Collateral Beneficiaries.

Seed Money: Local funds allocated to a project, also called matching funds.

Sustainability: The ability for the project to continue after the life of the grant funds.

System for Awards Management (SAM): www.sam.gov Website where you must register to do business with the US Government. All entities including state/local agencies, education institutions, nonprofits and healthcare.

ELIGIBILITY FOR GRANTS

Non-Profit Organizations

- Classified as 501(c)3 by the IRS
- Clubs, community service organizations, foundations
- Museums classified as 509(a)1 by the IRS

Local Education Agencies

- Schools, school districts, consortiums
- (In some instances, for profit schools are not eligible)
- Colleges & Universities

State & Local Agencies

- Cities
- Counties
- Special Districts
- States

Coalitions, Partnerships & Consortiums

- Two or more different organizations with a similar interest
- Two or more similar organizations with a similar interest
- One organization must be declared and assume the responsibilities as the lead agency
- May help organizations not eligible for a grant to receive funding

WHO RECEIVES GRANTS?

Arts & Culture

- Museums, Libraries, Historic Resources

Education

- STEAM/STEM programs
- Head Start
- After School programs
- Research projects
- Rural geographies
- Professional Development
- School violence/security
- Minority programs
- Disadvantaged populations
- Disabled

Health

- Rural healthcare agencies
- Economically disadvantaged areas
- Agencies that serve the elderly & disabled

Human Services

- Child/family welfare
- Public health
- Workforce development
- Counseling (addictions, behavioral)
- Literacy

Public Affairs

- Alcohol/drug abuse
- Crime
- Blight

Community Development

- Tourism
- Economic growth
- Beautification
- Affordable housing

WHO RECEIVES GRANTS?

Homeland Security

- Critical infrastructure
- Disaster preparation
- Border security
- Election security
- Terrorism preparation
- Transportation security
- Research
- FEMA

THE BASICS

What is a grant?

- A grant is an **award (gift) of money, direct assistance or assets** to an organization for an **activity** or **project** to address a **specific purpose (need)**.
- A grant is obtained through a **formal written proposal**, directed to a **funding source**, addressing a **purpose (need)** for the funding and **detailing actions** to confront that purpose.
- Grants **do not** have to be repaid but there are **strict reporting and accountability standards**.
- Grants should be part of a **long-term** funding strategy.

What a grant is NOT!

- **Funding to purchase a specific piece of equipment or service.** While grant funds can purchase assets and services, those items should contribute to the mission of the organization in fulfilling certain goals and responsibilities.
- **Short term procurements.** Due to the availability of grants, the timeframe needed to complete the application and review process, grants can only be considered long-term strategic initiatives.
- **Alleviate budget shortfalls.** Just because an organization can't afford something doesn't mean a grant funder should pay for it.

Are you ready for a grant?

- **Does the organization have funds readily available to put toward the project?** Funding agencies and organizations require local investment in a project. In the grant world this is called **Matching Funds** or **Seed Money**.
- **Does the organization have a grant or fund-raising department?** This would be the first stop to look for grant support.
- **Does the organization participate in any partnerships or consortiums?** Teaming with other organizations makes a stronger case for grant funding.
- **What is the timeline of the project?** Any procurement less than 6 months out would not provide enough time to allow the grant process to play out.

THE BASICS

- **Who are the beneficiaries of the project?** Specific beneficiaries or target populations must be identified. The more beneficiaries the better the chances of obtaining funding.
- **What are the goals and objectives of the project?** There must be measurable and definable goals.
- **What happens to the project when the grant money runs out?** Grant funders take great care not to put an organization at financial risk to support a new project beyond the grant funding.
- **Is there a proposed budget for the project?** Any budget or financial statement should be as accurate as possible and realistic.
- **Who will manage the project?** Grant funders will want progress reports and final evaluations. Project managers with experience are highly prized.
- **Are you or your customer prepared to hire a grant consultant?** While there is a cost involved in securing the services of a grant consultant the benefits include a greater chance of winning a grant.

THE GRANT PROCESS

Step 1: Preparation and Planning

- Conduct needs assessment (**technology may pop up here**)
- Develop a problem statement (rough draft to be refined later)
- Create a program model and narrative
- Set soft goals and objectives (**insert technology here**)
- Identify funding sources
- Review and understand the application process
- Secure support from department heads and decision makers
- Develop a schedule for completion of the grant writing process

Step 2: Define the Project

- Gather data (more details than the needs assessment)
- Define the need (short statement)
- Develop a problem statement (long statement with statistics and supporting documents)
- Design the model for the solution, essentially design the project here (**insert technology here**)
- Write a program narrative, creatively tell the story of the project
- Define goals and objectives, use numbers, supporting documents and other success stories

Step 3: Create Budget

- Create the budget, make it readable and don't inflate the numbers (**insert technology here**)
- Double check the numbers

Step 4: Final Assembly

- Proofread all material including the grant submission requirements
- Check visual appeal
- Complete summary, table of contents and reference pages
- Deliver by mail or internet as outlined in the RFP.

Step 4a: Inquiries

- Answer any inquiries promptly, don't change your story
- Inquiries are good news! Somebody's interested
- Don't expect inquiries with every grant

THE GRANT PROCESS

Step 5: Review and award (conducted by grant maker)

- Reviews are conducted by an evaluation panel usually made up of individuals from differing backgrounds and not affiliated with the grant maker.
- The review panel assigns a score to every grant proposal based on criteria from the grant maker
- The review panel does not make the final decision as to who gets funding, that responsibility resides with the grant maker's staff.
- be prepared to answer questions from the evaluation panel
- Look for an announcement from grant maker

PASS THROUGH GRANTS

[Note: this process is to be used as an example only. Derived from the state of North Carolina, this process demonstrates the steps agencies must navigate to receive funding via Pass Through grants. This process may vary depending on your specific territories.]

Fall:

- Committees finalize program priorities
- State announces availability of funds
- State holds regional grant writing workshops
- Pre-application is made available

Winter:

- Pre-applications due
- Committees review pre-applications
- Recommendations submitted to the state
- Notification of funding available

Spring:

- Final applications solicited
- Special conditions are outlined
- Applications reviewed and final changes made

Summer:

- Award letters sent to grantees
- Grantees attend mandatory grant workshops
- Grants begin July 1
- Committees set program priorities
- Next cycle begins

RESPONSIBILITIES OF YOUR PROSPECT

1. Provide you with a proper contact(s).

This person should be available for questions, getting signatures, understanding the project(s) and have your full attention. He should be able to remove roadblocks to your access to important decision makers or at least facilitate communications.

2. Provide feedback.

Your prospect must understand that you're trying to build a long-term partnership as a Trusted Advisor and that you value input along the way to improve the relationship. Ask for the bad along with the good. What has worked in the past and what has not worked. He must be willing to develop a dialog with you and understand your viewpoints and objectives.

3. Understand his level of authority.

Your prospect must be honest and divulge their level of authority to make decisions. How much purchasing \$ can he authorize without going to bid? Who makes decisions with regards to the proper technology solutions? Is he a gatekeeper or a leader? Who are his advisors? He must manage his conflicts of interest and he must serve his establishment first.

4. Your prospect should understand your role in his success.

He must see you as an integral part of his mission. He has a huge responsibility to his employer and should be cautious. But he must be willing to acknowledge the value of a good vendor relationship and that your profit motives are honorable and necessary for him to continue his mission. He should even see you as one of his constituents, one of the citizens for which he serves.

5. Your prospect should understand of the scope of his domain.

He should have a clear vision of what's going on around his area of responsibility and how it fits into the larger picture. He should know what problems other organizations like his are facing and how they are reacting to them. And, he should be able to look at his projects from different perspectives. A technology plan should be available and even a community needs assessment survey.

QUESTIONS YOU MAY HAVE TO ANSWER

Have your standard corporate introduction ready

How long have you been doing grants?

It's not you "doing the grants", it's a group of professionals you have access to, and they have years of experience. You will be willing to provide experience details once we arrive at the point of proceeding with a grant package.

Can you give examples of the success of this program?

Remember, this is not a new program. You are just adding grants to your current offerings. Grant Writers may be able to provide examples of their work.

- ★ Our writers/consultants will not accept a project just to collect a fee
- ★ Each writer/consultant will be vetted prior to us bringing them in

GRANTS VS FUNDRAISING

Fundraising:

- Targets individuals and corporate donors
- Short-term effectiveness
- Often aggressive tactics
- Focuses on operational expenses
- Targets may be approached multiple times within a short period
- Highly competitive
- No specialized knowledge required
- May not require initial investment
- May have open or shorter deadlines
- Local or regional in scope

Examples:

- Sales of consumer items (Girl Scout Cookies)
- Donation jars
- Sponsorships of sporting events
- Pledge campaigns, phone-a-thons
- Bake sales

Fundraising can complement grants:

- be used to secure money for matching grants
- be used to pay for consultant fees
- be used to augment other costs to produce a grant proposal
- show broad community support for a program
- gets the message out about programs and needs
- gage the support for new programs

Grants:

- Targets federal, state, private and corporate donors
- Long term effectiveness
- Strategically planned
- Focuses on projects to address specific concerns
- Targets limit who can and when they can be approached
- Highly competitive
- Specialized knowledge necessary for success
- Requires investment of staff time or consultant fees at a minimum, maybe matching funds
- Specific hard deadlines
- Local, regional, state or multi-state in scope

GRANTS VS FUNDRAISING

Examples:

- Governors' Institute for Community Design, EPA
- Coastal Impact Assistance Program, US Fish & Wildlife Service
- Agriculture and Food Research Initiative, USDA
- Archiving and Dissemination of Research Data on Aging, NIH

FEDERAL GRANT MAKERS

Federal Grants

www.grants.gov

Department of Health and Human Services

[https://search.hhs.gov/searchblox/hhs/index.html?query=grants&HHS=Search&page=1&pagesize=10&sortdir=desc&sort=relevance&adsCname=HHS&adsDisplay=true&cname=hhs.gov only&default=AND&tune=true&tune.0=10&tune.1=8&tune.2=2&tune.3=5&tune.4=365&tune.5=30](https://search.hhs.gov/searchblox/hhs/index.html?query=grants&HHS=Search&page=1&pagesize=10&sortdir=desc&sort=relevance&adsCname=HHS&adsDisplay=true&cname=hhs.gov%20only&default=AND&tune=true&tune.0=10&tune.1=8&tune.2=2&tune.3=5&tune.4=365&tune.5=30)

Department of Agriculture

<https://usdasearch.usda.gov/search?utf8=%E2%9C%93&affiliate=usda&query=grants&commit=Search>

Department of Commerce

<https://search.commerce.gov/search?query=grants&affiliate=www.commerce.gov>

Department of Education

<https://www2.ed.gov/fund/grants-apply.html?src=pn>

Department of Energy

<https://www.energy.gov/search/site/grants>

Department of Homeland Security

<https://search.usa.gov/search?utf8=%E2%9C%93&affiliate=dhs&dc=&channel=&query=grants&search-type=dhs&commit=Search>

Environmental Protection Agency

https://search.epa.gov/epasearch/?querytext=grants&areaname=&areacontacts=&areasearchurl=&typeofsearch=epa&result_template=2col.ftl#/

Department of Housing and Urban Development

<https://search.usa.gov/search?affiliate=housingandurbandevelopment&affiliate=housingandurbandevelopment&query=grants>

Department of the Interior

<https://search.usa.gov/search?query=grants&op=Search&affiliate=doi.gov>

Department of Justice

<https://search.justice.gov/search?query=grants&op=Search&affiliate=justice>

FEDERAL GRANT MAKERS

Department of Labor

<https://search.usa.gov/search?utf8=%E2%9C%93&affiliate=www.dol.gov&query=grants>

National Endowment for the Arts

<https://www.arts.gov/grants>

National Endowment for the Humanities

<https://www.neh.gov/search?keywords=grants>

National Institute of Health

<https://search.nih.gov/search?utf8=%E2%9C%93&affiliate=nih&query=grants&commit=Search>

Small Business Administration

<https://www.sba.gov/search/?q=grants>

Department of Transportation

<https://search.usa.gov/search?query=grants&op=GO&affiliate=usdot>

LARGE FOUNDATIONS

Online Foundation Directory (now called Candid, subscription required)

<https://candid.org/?fceref=lr>

National Science Foundation

<https://www.nsf.gov/funding/index.jsp>

Council on Foundations

www.cof.org

United Way

<https://www.unitedway.org/>

Task Force for Global Health

<https://taskforce.org/?s=grants>

The Salvation Army

<https://www.salvationarmyusa.org/usn/combat-addiction/>

St Jude Children's Research Hospital

<https://www.stjude.org/>

Direct Relief

<https://www.directrelief.org/>

Americares

<https://www.americares.org/>

Boys and Girls Clubs of America

<https://www.bgca.org/>

American Heart Association

<https://www.heart.org/>

Bill & Melinda Gates

<https://www.gatesfoundation.org/>

Howard Hughes Medical Institute

<https://www.hhmi.org/programs/open-competitions>

Lilly Endowment

<https://lillyendowment.org/for-grantseekers/>

Ford

<https://www.fordfoundation.org/work/our-grants/grants-database/grants-all>

LARGE FOUNDATIONS

Robert Wood Johnson

<https://www.rwjf.org/en/how-we-work/grants-explorer.html>

J Paul Getty Trust

<http://blogs.getty.edu/iris/tags/grants/>

William & Flora Hewlett

<https://hewlett.org/grants/?sort=date>

W K Kellogg

<https://www.wkkf.org/search/site?q=grants>

Gordon & Betty Moore

<https://www.moore.org/search-results?indexCatalogue=default&searchQuery=grants&wordsMode=0>

David & Lucile Packard

<https://www.packard.org/grants-and-investments/for-grantseekers/>

Andrew W Mellon

<https://mellon.org/grants/>

Helmsley Trust

<https://helmsleytrust.org/our-grants>

Kresge

<https://kresge.org/opportunities>

W M Keck

<http://staging.wmkeck.org/grant-programs/grant-programs>

Eli & Edythe Broad

<https://broadfoundation.org/?s=grants>

Simons

<https://www.simonsfoundation.org/funding-opportunities/>

MacArthur

<https://www.macfound.org/search/?q=grants>

Open Society

<https://www.opensocietyfoundations.org/search?q=grants>

PUBLIC SAFETY GRANT PROGRAMS

Department of Homeland Security:

www.fema.gov/grants

Office of Justice Programs:

www.ojp.gov/funding

Bureau of Justice Assistance:

www.bja.gov

National Institute of Justice:

www.nij.gov/funding

United States Geological Survey:

<https://www2.usgs.gov/contracts/faprograms.html>

Crime Solutions:

www.crimesolutions.gov

State Justice Institute

www.sji.gov

Project Safe Neighborhoods (PSN)

https://www.bja.gov/programdetails.aspx?program_id=74

Byrne Criminal Justice Innovation (BCJI)

https://www.bja.gov/ProgramDetails.aspx?Program_ID=70

Strategies for Policing Innovation (SPI)

https://www.bja.gov/ProgramDetails.aspx?Program_ID=80

Justice Assistance Grant (JAG)

https://www.bja.gov/ProgramDetails.aspx?Program_ID=59

State Homeland Security Grant Program (SHSGP)

<http://www.fema.gov/homeland-security-grant-program>

Transit Security (TSGP)

<https://www.fema.gov/transit-security-grant-program>

PUBLIC SAFETY PROGRAMS

Operation Stonegarden (HSGP)

<https://www.fema.gov/fiscal-year-2015-homeland-security-grant-program>

Assistance to Firefighters (AFG)

<http://www.fema.gov/assistance-firefighters-grant>

Hazard Mitigation Grant Program (HMGP)

<http://www.fema.gov/hazard-mitigation-grant-program>

Pre-Disaster Mitigation Grant (PDM)

<http://www.fema.gov/pre-disaster-mitigation-grant-program#>

Emergency Management Performance Grant (EMPG)

<http://www.fema.gov/media-library/assets/documents/114436>

Intercity Bus Security Grant Program (IBSGP)

<http://www.fema.gov/media-library/assets/documents/114438>

Intercity Passenger Rail (IPR)

<http://www.fema.gov/media-library/assets/documents/114440>

Tribal Homeland Security Grant Program (THSGP)

<http://www.fema.gov/media-library/assets/documents/114448>

Community Facilities Direct Loan & Grant Program

<http://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program>

Economic Impact Initiative Grants

<http://www.rd.usda.gov/programs-services/economic-impact-initiative-grants>

Nonprofit Security Grant Program (NSGP)

<https://www.fema.gov/fiscal-year-2016-nonprofit-security-grant-program>

University Transportation Centers (UTC)

http://www.rita.dot.gov/utc/fast_act_utc_competition_2016

Transportation Investment Generating Economic Recovery (TIGER)

<https://www.transportation.gov/tiger>

Coordinated Border Infrastructure Project (CORBOR Program)

http://www.fhwa.dot.gov/planning/border_planning/corbor/

PUBLIC SAFETY PROGRAMS

United States Geological Survey (USGS)

<https://www2.usgs.gov/contracts/faprograms.html>

State Justice Institute (SJI)

<http://www.sji.gov>

EDUCATION GRANT PROGRAMS

Federal

Distance Learning

<http://www.rd.usda.gov/programs-services/distance-learning-telemedicine-grants>

Community Facilities Direct Loan & Grant Program

<http://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program>

Rural Economic Development Loan & Grant Program

<http://www.rd.usda.gov/programs-services/rural-economic-development-loan-grant-program>

Title I – Improving the Academic Achievement of the Disadvantaged

<http://www2.ed.gov/policy/elsec/leg/esea02/pg1.html>

21st Century Community Learning Centers

<http://www2.ed.gov/programs/21stcclc/index.html>

Foundation & Corporate

Advancing Informal STEM Learning

http://www.nsf.gov/funding/pgm_summ.jsp?pims_id=504793

Entertainment Software Association Foundation

<http://www.esafoundation.org/>

American Honda

<https://www.honda.com/community/applying-for-a-grant>

Farrell Family

<http://www.farrellfamilyfoundation.com/about/>

Lockheed Martin

<http://www.lockheedmartin.com/us/who-we-are/community/philanthropy.html>

Verizon

<https://www.verizon.com/about/responsibility/giving-and-grants>

EDUCATION GRANT PROGRAMS

Toyota

<https://www.toyota.com/usa/community/grant-guidelines-applications/overview.html#!/how-to-apply>

Wallace Foundation

<https://www.wallacefoundation.org/about-wallace/pages/funding-guidelines.aspx>

Reiman Foundation

<http://www.reimanfoundation.org/>

Bayer

<https://www.makingsciencemakesense.com/about-msms/>

Google RISE

<https://www.google.com/edu/resources/programs/google-rise-awards/index.html#!overview>

IEEE Foundation

<http://www.ieeefoundation.org/Grants>

National Council of Teachers of Mathematics

<http://www.nctm.org/funding/>

Presidential Awards for Excellence in Science, Mathematics and Engineering

<https://www.nsf.gov/awards/PAESMEM/index.jsp>

National Education Foundation

<http://www.cyberlearning.org/>

ACH-Hach High School Chemistry Classroom Grant

<https://www.acs.org/content/acs/en/funding-and-awards/grants/hachhighschool.html>

Lemelson-MIT InvenTeams Grant

<http://lemelson.mit.edu/inventeams>

Project Learning Tree GreenWorks! Grant

<https://www.plt.org/resources/greenworks-grants/>

OTHER SOURCES OF INFORMATION

Federal Grants Clearinghouse

www.grants.gov

Online Foundation Directory

www.candid.org

Independent Grant Resource

www.grantsalert.com

Council on Foundations

www.cof.org

American Grant Writers' Association

www.agwa.us

GrantStation

www.grantstation.com

Grants Office

www.grantsoffice.com

GrantWatch

www.grantwatch.com

USA.gov

<https://www.usa.gov/grants>

Grant Finder

www.grantfinder.com

[Note: many of these sources require a membership fee]

GrantStation®

Now available in the free GOVSolv Portal! Sign up here:

Grant Maker Profiles

- Search a database of thousands of grantmakers including foundations, corporate, faith-based, associations as well as Federal and State grants in the US and Canada
- Constantly vetted to maintain current, easy to read, profiles of grantmakers
- Filters to assist in targeted results based on geography, topic and type of support

Strategic Best Practices Guides

- Building a comprehensive grant program
- Create a grant calendar
- Develop a decision matrix to prioritize grant seeking

Tutorials for new and seasoned grant professionals

- Grant research
- Grant writing step by step
- Time-saving techniques and tips
- Search terms and keywords

Online Education Spotlight

- Tracks to Success
- Live Webinars

Grants2020

- Interactive tool that will help you consider the types of grantmakers you might approach and what percentage of your budget will be funded by grants.

Creating Time

- A series of suggestions, ideas, tools and resources to save time

The "State of Grantseeking" Survey

- Spotlights recent developments in funding so that organizations can be more strategic in grantseeking and serves as a valuable benchmark for organizations to review their grantseeking efforts, report on performance, and plan for their future

The "GrantStation Insider"

- Weekly newsletter filled with the latest information on grantmakers, upcoming grant deadlines, and news that will assist the serious grantseeker

American Grant Writers' Association

Online Courses (fees apply)

- Grant Writing for Government Grants
- Program Development and Proposal Writing
- Grant Writing for Non-Profit Organizations
- Certified Grant Writer®
- Preparing Applications for Research Grants
- Grant Management
- Starting a Grant Consulting Business

Newsletter (NO COST)

- Link to subscribe
 - <http://www.agwa.us/newsletter>
- Upcoming AGWA Events
- Latest news from foundations and government agencies

Grant Writing FAQs

Access to Certified Grant Writers® nationwide

Standards and Ethics

Link to website: www.agwa.us



GRANTSOFFICE® (fees apply)

Custom Publications

- Grant Guides
- One-Pagers
- Help Documents
- Solution Descriptions

"FUNDED"® Newsletter (NO COST)

- Link to subscribe:
 - <https://www2.grantsoffice.com/1/150501/2016-09-12/6893m>
- Free Webinars
- Exclusive Funding Alerts

Custom Research & Analysis

Grantwriting Services

Webcast Sponsorship

- Produced and Presented by Grants Office

End User Education

End User Engagement

Sales Team and Partner Engagement

Helpdesk Support

DO YOU NEED A GRANT WRITER?

How long does it take to write a grant?

- Federal = up to 120 hours
 - State & pass through = 80 to 100
 - Foundation = 40 to 60
 - Corporate = 20 to 40
 - Community = 20 to 40
- (Based on experienced professional grant writers)

Who are you competing with?

- Federal
 - Professional writers and consultants
- State & pass through
 - Agency writers
 - Department heads
 - Professional writers
- Foundation, Corporate & Community
 - Professionals
 - Department heads
 - Agency writers
 - Community Organizers
 - Charity organization volunteers

Do you have the talent?

- Professional grant writers/consultants
 - Probably have degrees in literature, journalism, history and are very experienced at writing and interpreting literature and guidelines
 - May have advanced degrees; MS/MA, PHD
 - May have specialized grant training
 - Have a history of success
 - May have submitted applications for your grant in the past
 - May have served on an evaluation panel for your grant
 - May know personally, the evaluators that will be looking at your application
 - May be able to set up political mindset to get your application awarded

DO YOU NEED A GRANT WRITER?

- Agency department heads, writers
 - Know their subject better than anyone outside their organization
 - Already have political contacts
 - May have specialized grant training
 - May have served on an evaluation panel
 - Have submitted applications in the past with a history of success
 - Have more at stake for an award
- Charity, Community Organizations
 - Could be anyone, even your neighbor

Could you share leads with each other?

- A professional grant writer might be working on as many as 6 grants at one time
- They know lots of agency and political leaders
- They need your technical experience and information

Fees

- Based on size of proposal
- Approximately \$1,000 for small foundation, corporate and private grants.
- Approximately \$5,000 for larger federal grants
- Quantity discounts available (it may take several grant applications to fund one project)
- Specialized larger grants can cost much more
- 1day training course/workshop approx. \$500 + expenses
- Evaluation of prepared grant application package approx. \$500
- **Compensation cannot be based on a percentage of award**
- **Compensation cannot be contingent on a grant being awarded**
- **Consultants put philanthropic mission above personal gain**
- **Consultants practice their profession with the absolute obligation to safeguard the public trust**
- **Consultants will not pay, nor accept, finder's fees for access to important people**
- Acceptable methods of compensation
 - Set fee based on the size of the proposal
 - Set fee for conducting training
 - Hourly fee for proofreading, evaluations and research
 - Bundle discounts

Services provided

- Deliverable grant application package
- Evaluation of completed application package

DO YOU NEED A GRANT WRITER?

- Training programs on site and online
- Management of budget and reporting to grant maker

Why hire a grant writer?

- Inadequate staffing levels to devote to grant efforts
- Seasonal increase in volume of in RFPs
- Specialized knowledge required
- Third party evaluation of completed applications
- Project development prior to grant research

STRATEGIES

Joint projects with other agencies

- Adds additional beneficiaries
- May become eligible for additional grants
- Additional expertise and support

Regional Planning Commissions or Councils of Government

- These organizations conduct planning and some administrative tasks for smaller local governments and special districts, including applying for grants

State, Regional or National Associations

- Potential teaming opportunities
- Additional support for projects
- Keenly aware of a community's needs

Volunteer and Non-Profit Organizations

- Volunteer labor
- Monetary donations
- Community support
- Aware of community needs

Ideas to assure technology is a part of any grant

- Newsletters, articles for publication, public service announcements.
- Training and communications for personnel related to the project
- Website, social media, videos
- Project manual
- Awards programs
- Public meetings, conferences
- Reporting to funders, constituents, government agencies
- Record keeping
- Research and reference
- Instructional materials
- Ordering supplies
- Scheduling personnel, services
- Surveys, small group testing, data mining

Grant Training

- Proper training for the reseller will make conversations centered around funding issues more comfortable
- Offer training to your customers

STRATEGIES

- Include training along with other events such as annual conferences or customer appreciation days
- Training can vary from a short introductory webinar or podcast to full accreditation workshops
- Training programs offered through the American Grant Writers' Association offer Continuing Education Credits

Grant Maker Database

- Charities and organizations actively raising money
- Faith based organizations
- Large corporations operating within the same area as your customers
- State and community foundations
- Use the database for partnering opportunities and referrals

Build Contacts and Relationships with Grant Makers

- Invite them to speak at your meetings and events
- Offer to speak at their events and conferences

Associations

- May provide assistance and strategic planning to multiple agencies making them valuable for partnering or needs analysis
- Write and/or manage grants, especially for pass-through grants
- Can politically influence Block & Formula grants
- Independent budget, potential customer
- Opportunity to offer professional grant training

Examples:

- League of Cities
- Councils of Government
- Association of Counties
- Regional Planning Authorities

Roadblocks

- Unrealistic expectations, assure goals and responsibilities are clearly defined
- Lack of understanding the grant process, seek training or call the GOVSolv team
- Number of awards per grant, what is the minimum and maximum award, is it worth the effort
- Matching Funds, assure there are funds available early in the process
- Deadlines, plan well and execute

GOVSolv SUPPORT

Training:

- Individual or groups
- Webinars
- Conferences, road shows and reseller events
- Various topics
 - Specific grant opportunities
 - How to get technology written into a grant
 - What is a grant
 - How to get involved in the grant process, and why
 - How to find a grant; research & evaluation
 - How to develop a project
 - How to write a letter of inquiry

GrantStation® Search Portal:

NEW SERVICE!

- **Searchable database**
- **Tutorials**
- **Accessible in the GOVSolv Portal**

Project Development:

- Agency/institution needs-assessment, evaluation and strategic planning
 - Matching the needs of an agency/institution with specific technologies and possible funding streams
- Vendor and reseller market research
 - Discovery of specific grant makers within a vertical or geography
 - Investigate availability of programs
- Project design that meets the requirements of major funding organizations including Federal agencies

Grant Proposal Writing: (Fees apply)

- Preparation of grant application packages
- Assistance with Letters of Inquiry
- Access to Certified Grant Writers® (Certified Grant Writer is a trademark of the American Grant Writers' Association)

GOVSolv SUPPORT

Grant Proposal Evaluation: (Fees apply)

- Review of completed grant packages before submission to funding agencies
 - Conducted in house or by Certified Grant Writers®
 - Based on formal evaluation methods
- Each opportunity evaluated for
 - Eligibility
 - Compliance with grant guidelines
 - Alignment with grant objectives
 - Acceptable timelines, schedules and budgets

Steps to Engage Grant Writing. Contact grants@synnex.com or your GOVSolv Program Manager with the following information:

- 1 page or less, summary of the project to be funded including
 - Name/city/ST of organization
 - Beneficiaries of project to be funded
 - Issues to be addressed by project
 - Outcomes expected from project
 - Matching funds available
 - Project timeline