Thank you for joining the webinar. While you are waiting for the webinar to begin, we request that you mute your phone to avoid background noise and distractions for all participants. Phones will be muted from our end as well. We will begin shortly. Thank you!
Webinar Facilitator

Michael Johnson
Senior Program Officer
(Arikara/Hidatsa)

March Webinar Series

Getting Started with Email Fundraising
• Tuesday, March 10, 2:00 - 3:30pm EST

Making Sense Out of Your Constituent Chaos
• Tuesday, March 17, 2:00 - 3:30pm EST

Getting Beyond the Like: Using Social Media to Cultivate Deeper Commitment
• Monday, March 30, 2:00 - 3:30pm EST
Webinar Tips

• All attendees are on mute
• Technical difficulties: please use the question pane to let us know about your issue and we will provide immediate assistance.
• Questions: please type them in the Question pane and we will respond to them as possible at the end of the presentation
• Evaluation: survey provided when webinar ends and in a follow-up email; we welcome your feedback!
• Webinar recording and attachments can be downloaded from www.firstnations.org/fnk next week.

About the Presenter

Natasha Drake
Owner/Consultant,
Natasha Drake Grants
www.natashadrakegrants.com
@nattiedrake
The best way to approach grant writing is to dive in head first.

Let your passion for your organization or tribal program shine through

If you are excited about your work, others will be too

Use your application to “speak” to reviewers

Weave storytelling with data
Grant Writing For Success
Webinar Overview

I. Breaking It Down - Designing a Winning Proposal Format
II. Pieces of the Puzzle - Grant Proposal Components
III. Tell Your Story - Developing a Compelling Proposal Narrative
IV. Sustainable Success - Creating Meaningful Proposal Metrics
V. What Does It All Mean? - Understanding Funder’s Priorities

Getting Started

• Grant Writing “Self-Care”
  ▫ Worry about yourself first
  ▫ What are your needs? What is your story?
• Better positioned to pick and choose portions of your work to highlight for donors
• Avoid mission drift
  ▫ Especially important for orgs working in Indian Country
Breaking It Down:
Designing a Winning Proposal Format

Whether writing a big proposal or busting a big move, breaking down the mechanics of what needs to be done will help you perform better and ensure you look like a winner!

Designing Proposal Formats

• Formats are increasingly driven by donors, particularly online applications

• Write your own story format first, then condense or modify it for use in different application formats

• Brevity and specificity are key
“Everything I needed to know about grant writing, I learned in my high school English class.”

Mrs. J’s Formula for Successful Writing
1) Attention Getter
2) Opening
3) Key Points
4) Attention Getter
5) Conclusion

Attention Getter
Use these words to help your cause stand out from others. Drive home the importance of your mission as it relates to the donor. Create emotion.
Attention Getter Examples

- Quotation in the header of the cover letter and/or proposal narrative
- Powerful statistic in the opening lines of a grant abstract or executive summary

Pro-Tip: Make sure your attention getter relates to the donor’s stated interests & the problem you seek to address.

Attention Getters Multimedia

**DO:** Include professional quality photographs that relate to your mission on a grant cover page along with organization or program contact information

**DON’T:** Include multimedia, CDs, DVDs, or any other types of material other than the written application unless specifically requested by the donor
Opening

• #GrantSpeak: Executive Summary or Grant Abstract

• Briefly summarizes the grant application’s components: grant amount, grant period, program title, program purpose, program impact

• Include need to be addressed, population served, & proposed services

Pro-Tip: Incorporate key words and phrases from donors that connect with your mission into your opening statement.

Key Points

• #GrantSpeak: Proposal Components

• These components represent the building blocks of your application.
Standard Proposal Components

Proposal components correspond to donor guidelines and requirements.

<table>
<thead>
<tr>
<th>Standard Proposal Components</th>
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<tbody>
<tr>
<td>Executive Summary</td>
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<tr>
<td>(Grant Abstract)</td>
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<tr>
<td>Organization Background</td>
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<tr>
<td>Statement of Need</td>
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<tr>
<td>Budget</td>
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<tr>
<td>Goals &amp; Objectives</td>
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<tr>
<td>Program Description</td>
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<tr>
<td>Evaluation &amp; Reporting</td>
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<tr>
<td>Conclusion</td>
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<tr>
<td>Grant Attachments</td>
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</tbody>
</table>

Attention Getter

This is another opportunity to make your application stand out.

Why is your cause important to the donor? What makes your organization or program the best fit?
Conclusion

I. Attention Getter Take 2

II. Transition – Why your organization or tribal program is the best fit to administer this grant

III. Briefly restate your grant request and purpose

IV. Thank the donor for their consideration and reiterate impact of their support

Pro-Tip: Be creative about finding space for a conclusion. Don’t miss the chance to drive your message home.

Mrs. J’s Formula Review

Attention Getter: Introduce impact of your org

Opening: Why is your org the best fit

Key Points: Need to be addressed & proposed plan of action

Attention Getter: Leave an emotional impression

Conclusion: Summary of Request & Thank You
Pieces of the Puzzle: Grant Proposal Components

If you can put together a puzzle, you can put together a grant proposal.

Think strategically about where each piece of the proposal puzzle fits best for the complete picture.

Proposal Components

• Prep & Plan for Standard Components
  ▫ Spend more time catering to donor
  ▫ Preserve historical knowledge
• Create components that fit with different areas for which you seek funding
  ▫ General Operating, Programs, Endowments
An Executive Summary or Grant Abstract is like an opening statement at a jury trial. It summarizes your case for support, why the donor should vote in your favor, and sets the tone for the proposal.

Suggested Components

- Program Name
- Total Grant Request
- Grant Timeframe
- Grant Purpose
- Brief description of need to be addressed, population served, & proposed services

Pro-Tip: Save your executive summary/grant abstract for the end. It will be easier to summarize your request and tie it into the remainder of your proposal.
Component Definition: A statement covering an organization or tribal program’s background, history, mission, programs, & accomplishments

Suggested Components

- Circumstances that led to formation of organization
- Organization history, including incorporation dates
- Mission Statement
- Programs & Services
- Organization Accomplishments, typically within last 3-5 years
- Compliance and Oversight Information (i.e. Charity Navigator ratings, transparency statement, etc.)

Pro Tip: Make sure your listed organization’s accomplishments demonstrate why your organization is the best fit for funding.

Organization/Program Background

Don’t be afraid to toot your own horn.

Demonstrate to donors why you are the best organization or tribal program to administer this particular grant.

Collaboration with others is an accomplishment!
# Statement of Need

**Component Definition:** A statement describing the need to be addressed through grant funding

**Suggested Components**

- Need to be addressed
- Population target demographics
- Impact of grant funding

**Pro Tips and Tricks:**

- Combine qualitative statements of emotional impact with quantitative data and statistics
- Avoid sensationalizing the problem and be sure to balance descriptions of the problem with how your organization or tribal program is working to address it

---

**Statement of Need**

Harness the power of emotion.

> "Emotional intelligence is not the opposite of intelligence, it is not the triumph of heart over head – it is the unique intersection of both."

- Appeal to your donor’s heart and mind.
- Balance data-driven information & statistics with storytelling and powerful anecdotes.
Budget & Budget Description

Component Definition: Financial accounting and detailed narrative of grant request and respective costs

Suggested Components
- Financial Budget Table
- Budget Narrative
- Detailed cost descriptions

Pro-Tip:
Try including “administrative fees” as part of your proposal budget to generate general operating funding.

Pro-Tip:
Briefly describe your organization’s plan for fiscal sustainability.

Budget
Be realistic.

Donors often have giving limitations, be sure to stay within them

Review donor websites, 990s, and or have a conversation with a program officer

Show your math! Demonstrate to donors you have created a realistic project and ensure you don’t shortchange yourself.
Goals & Objectives

Component Definition: Overarching program goals and specific measurable objectives to be addressed through grant

Goals v. Objectives

Goals are broad | Objectives are narrow
Goals are general intentions | Objectives are precise
Goals are intangible | Objectives are tangible
Goals are abstract | Objectives are concrete
Goals are generally difficult to measure | Objectives are measurable

Pro-Tip:
Goals & objectives establish the foundation for evaluation.

Program Description

Component Definition: Description of proposed program activities and resources

Suggested Components

• Program Activities
• Staffing Plan
• Program Timeline
• Reporting Structure

Pro-Tip:
Think strategically & creatively about your capacity & resources for administering the program, avoid overpromising.

Pro-Tip:
Program Activities should relate directly to achievement of your goals & objectives.
Evaluation & Reporting

Component Definition: Summary of outcomes anticipated as a result of funding and how findings will be disseminated

**Suggested Components**

- Impact Indicators
- Outcomes/Outputs
- Reporting Plans & Timeline
- Past Evaluation Results

**Pro-Tip:**
This section should strategically tie together your entire proposal and offer the donor an ROI.

Conclusion

Component Definition: Closing summary of your grant request & last impression

**Suggested Components**

- Need to be addressed
- Summary of request details
- Impact of grant
- Thank You/Last Impression

**Pro-Tip:**
Online applications don’t always include room for this last impression. Think creatively about how to leave one.
Other Common Proposal Components May Include:

- Publicity/Press Release Statement
- Organization Collaboration Efforts
- Board/Governance
- Geographic Reach
- Programs & Accomplishments
- Non-Discrimination Statement
- Key Program Staff
- Strategic Plan
- Plan for Sustainability
- Recent evaluation results

Pro-Tip: Develop a database of proposal components that can be plugged into applications as needed.

Common Proposal Attachments - Financial:

- Organizational Budget
- Audited Financials
- Annual Report
- List of Board of Directors
- Tax-Exempt Status
- List of Major Contributors
- YTD Financial Statements
- In-Kind Contributions/ Volunteers

Pro-Tip: Develop a database of proposal attachments that can easily be attached to applications.
Proposal Components Review

- Save time by planning & prepping standard components
- Write your own story first, then condense & cater it to different donors
- Make the components tell a story, create a logical order of presentation

Pieces of the Puzzle: Grant Proposal Components

Like a puzzle, a grant proposal is not complete until you ensure every single piece is in its proper place.
Tell Your Story:
Developing a Compelling Proposal Narrative

“Stories are a universal currency of humanity.”

Compelling Proposal Narratives

“We tell ourselves stories in order to live.”
-Joan Didion-

Grant writing is simply a form of storytelling

Stories are not expressed in abstract principles, but as lived experience – the more specific, the better
Create a Plot

Beginning
Movement toward a Goal
Unexpected Event/Crisis
Response to Crisis
Outcome

DONOR THEATER
NOW SHOWING:
YOUR PROGRAM SAVES THE DAY!

Proposal Plot Structure

Beginning  Toward Goal  Unexpected Event/Crisis  Response to Crisis  Outcome

Executive Summary/Abstract
Organization Statement
Need Statement
Goals/Objectives Program Description
Evaluation Conclusion
Public Stories

Story of Self
Why your organization has been called to act

Story of Us
What your community has been called to do

Story of Now
How your organization will answer the call to action & inspire others

Compelling Proposal Narratives

The heart is the portal to the mind.

Scientifically, our heart feels before our brain processes
Successful stories & proposals use the language of emotion to enhance and deliver data-driven statistics & information
Compelling Proposal Narratives

From stories, we learn how to live and act

Stories not only teach us how to act, but inspire us to act

Not about creating a final “script” for proposals, but about finding a format to generate that narrative over and over again

Narrative Tips

• Be authentic to the problem your community seeks to address, but avoid too much negativity

• Emphasize geographic and demographic focus areas throughout the proposal (i.e. women, youth, students, etc.)

• Offer a resolution to the problem that needs addressed
Sustainable Success: Creating Meaningful Program Metrics

Create goals and objectives that position your program for success and set your organization or tribal program up for future funding.

Language of Metrics

Metrics are a way of speaking a language familiar to donors.

For-profit entities are leaders in developing & using metrics to assess & enhance operations.

Track results that affect the lives of human beings rather than efforts.

(Stories are lived experiences, not abstract)
SMART Goals & Objectives

Make sure your Objectives are SMART

- **Specific**: in identifying outcomes to be achieved
- **Measurable**: using quantifiable & objective terms
- **Attainable**: given proposed timeframe & capacity
- **Relevant**: to the statement of need
- **Time-bound**: within the project period

Objectives are the stepping stones you pass on your way to reaching the goal.

Types of Objectives

The Foundation Center describes four types of objectives:

- **Behavioral** – A human action is anticipated
- **Performance** – A specific timeframe within which a behavior will occur, at an expected proficiency level, is expected
- **Process** – The manner in which something occurs is an end in itself.
- **Product** – A tangible item results.
Building Objectives

Behavioral: Twenty professionals in the domestic violence service field will complete a month-long victim sensitivity training on storytelling for survivors.

Performance: Twenty professionals in the domestic violence service field will complete a month-long storytelling for survivors training and pass a victim sensitivity certification exam.

Process: Curriculum, classroom exercise, and pedagogy from the storytelling for survivors training will be documented, identifying those that are successful.

Product: A program with curriculum will be created that can be implemented in domestic violence recovery programs.

Grant Purpose: Provide culturally relevant and community-centric domestic violence recovery services and bystander training for American Indians in a reservation community

Grant Goal: Develop and deliver a series of culturally relevant storytelling therapy sessions designed to offer a cathartic environment and safe space for American Indian survivors of domestic violence and their families to heal and break the silence regarding the truth of their experiences.

Grant Objective: Within 24 months, in partnership with the Meskwaki Nation and local domestic violence service providers, create and offer twenty storytelling therapy sessions for a cohort of American Indian survivors of domestic violence and their families that will foster the use of storytelling as an alternative therapy for healing and an advocacy tool for generating increased awareness.
Check Yo Self! (Before you Wreck Yo Self)

**Goals – Check It:**
- Are there any goals that do not contribute directly to your proposed grant program?
- Do your goals have buy-in from program staff, leadership, and other stakeholders?

**Objectives – Check It:**
- Can you measure whether or not you will achieve or have achieved each objective?
- Do the objectives help reach the stated goal?

Developing Goals & Objectives

**Program Scalability**
- Donors may not always fund your proposal at the full amount
- When developing goals & objectives, consider program scalability
- How would you scale back administration of a grant to different funding levels and still achieve the same goals?

**Pro-Tip:**
*If you are having difficulty determining a donor’s preferred grant amount, you can offer multiple giving levels with scalable program metrics.*
Outputs and Outcomes

Objectives are intentions, whereas outputs are what should happen.

Output: Measurable result of a program activity
Outcome: What changed or was gained as a result of a program activity

<table>
<thead>
<tr>
<th>Objective</th>
<th>Output</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recovery tool for survivors</td>
<td>Storytelling sessions</td>
<td>Enhanced recovery therapies</td>
</tr>
<tr>
<td>Victim Sensitivity Training</td>
<td>Trainer Certifications</td>
<td>Increased advocacy tools</td>
</tr>
</tbody>
</table>

**Pro-Tip:** Always refer to the donor’s definition of these terms.

Impact & Impact Indicators

Move donors to action by describing the impact their grant will have on the problem to be addressed.

Focus on changes in individual or community well-being & why this is important to the donor.

Should directly relate to achievement of objectives.

**IMPACT INDICATORS**

Used to monitor progress in achieving outcomes & impact
Reflect how conditions in need statement will change over course of the grant.
Impact & Impact Indicators

Impact Indicator: Percentage of women in survivor recovery program that actively utilize storytelling as a tool for healing

- Pre-Grant Status: 25%
- End-of-Grant Target: 30%
- Means of Measurement: Survey

Impact Indicator: Number of domestic violence service providers with victim sensitivity certification in immediate service area

- Pre-Grant Status: 5
- End-of-Grant Target: 25
- Means of Measurement: Program Data

Logic Models for Program Development

“If you don’t know where you’re going, how are you gonna’ know when you get there?”

-Yogi Berra-

Logic models offer your organization or tribal program a complete picture of how your program will work to achieve program metrics.

Link outcomes and program activities, theory and action.
### Logic Models for Program Development

<table>
<thead>
<tr>
<th>Assumptions</th>
<th>Inputs</th>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Violence &amp; Storytelling Assumptions</td>
<td>Survivors</td>
<td>Survivor Programs</td>
<td>Storytelling Series</td>
<td>Innovative therapies for survivors</td>
<td>Enhanced Recovery</td>
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<td></td>
<td>Providers</td>
<td>Bystander Training</td>
<td>Bystander Certifications</td>
<td>Advocacy tools for bystanders</td>
<td>Increased Awareness</td>
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<td></td>
<td>Families</td>
<td>Program Evaluation</td>
<td>Summary of Best Practices</td>
<td>Adaptive storytelling program &amp; training curriculum</td>
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<td></td>
<td>Staff</td>
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<td>Culturally relevant pedagogy</td>
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<td>Consultants</td>
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Source: W.K. Kellogg Foundation, Logic Model Development Guide

### Meaningful Metrics on a Budget

Enlist the help of partners in designing your metrics, ask longtime donors to provide feedback.

Assemble “dashboards” of key metrics that effectively utilize your capacity, impact your mission, & can be modified for use in different types of programming.

Art is making something out of nothing and selling it.

(Frank Zappa)
Meaningful Metrics on a Budget

Think creatively about your organization or program’s current evaluation capacities

You likely have more in-house data than you think, clean it up and use it!

Consider outside resources to help establish impact indicators

Incorporate “input outcomes”, capacity building or efforts expended toward goals

Consider implementation of low-cost activities like surveys & participant evaluations

Meaningful Metrics on a Budget

Long-term funding, long-term metrics/Short term-funding, short-term metrics

Be transparent about difficulties in evaluation and your plans for improvement

Develop & share an organizational plan for investing in evaluation

Consider improving tools within your existing databases for tracking purposes
Creating Meaningful Metrics

REMEMBER:
Goals are broad & abstract
Objectives are specific & measurable
Outputs are measurable results of an activity
Outcomes are what your community changed or gained

Pro-Tip:
Keep in mind what the donor wants. Think creatively about how to fulfill donor desires with your organization's or program's capacity.

What Does It All Mean?
Understanding Funder’s Priorities

Like Austin Powers, I am often left feeling stumped after reading through donor requirements.
Demystify funder priorities and learn how to incorporate them into a winning proposal.
Investing in Research

Take the time to thoroughly research your donor’s interests, funding priorities, and grant requirements. Use this research to create a proposal that speaks directly to your donor rather than submitting a boiler plate template.

Donor Scavenger Hunts

Pro-Tip: Corporations often hide giving information under “Corporate Responsibility” or “Community Involvement”.

Donors do not always make it easy to locate and read their funding priorities.

Be diligent in your efforts & follow the trail, one link of requirements can often lead to another...and another.

TAKE NOTES!
Plugging Priorities Into Proposals

**Grant Purpose:** Provide culturally relevant recovery programming for female American Indian victims of domestic violence.

**Program Focus:** Storytelling Series

**Prospective Donor:** The Avon Foundation for Women

Build awareness, educate, and improve prevention and direct service programs regarding domestic violence.

Plugging Priorities Into Proposals

Domestic violence is a pattern of abuse with the goal of establishing or maintaining power and control over the victim. It can happen occasionally or continuously and affect women and others over time. Domestic violence includes physical, sexual, mental, and financial abuse. It knows no boundaries. Domestic violence can affect anyone—regardless of income, race, ethnicity, sexual orientation, or religion.

To help combat this issue, the Avon Foundation for Women launched the Speak Out Against Domestic Violence campaign. Through the end of 2013, in the U.S. alone, we have provided nearly $20 million for the domestic violence cause.

Three New Domestic Violence Bystander Training Programs Announced

These new programs, See the Signs & Speak Out, Help Bystanders Can Help, provide useful strategies and insights to safely recognize, respond, and take appropriate action when you suspect or observe domestic violence or sexual abuse. The urgent need for bystander training became apparent in the results of the Avon Foundation-funded NO MORE Survey on Domestic Violence and Sexual Assault: Experiences and Attitudes Among Teens and Adults.

All three new programs will be available on November 20, 2014.

Notify me when the free materials are ready for download.
Plugging Priorities Into Proposals

Process: Could my storytelling series offer an education/awareness component? Perhaps for first responders, service providers, or families?

Plugging Priorities Into Proposals

Program Grants

In 2015 the Avon Foundation Speak Out Against Domestic Violence program will build upon and expand existing Avon Foundation-funded projects across the U.S. in the following areas: financial empowerment, campus sexual assault and dating abuse prevention, bystander intervention strategies, and direct services. Please periodically check this site for new 2015 Request for Proposals (RFP). The Avon Foundation will also consider proposals for easily adapted and innovative projects, briefly summarized and emailed to info@avonfoundation.org.

See a list of current grantees.

Avon Domestic Violence Survivor Empowerment Grants Program – Closed
General application closed September 19. All applicants were notified of their status in mid-December: $1 million awarded to 16 agencies in 2014.

Campus Grants to Activate Bystanders to Reduce Sexual Assault, Dating Abuse and Stalking – Closed
General application closed July 14. All applicants were notified of their status in mid-September: $150,000 awarded to 30 campus programs in 2014.

Avon Location and Area Sales Domestic Violence Shelter and Services Grants – Closed
By invitation only. All applicants were notified of their status in mid-September: $500,000 awarded to more than 50 agencies across the U.S. in 2014.

Process: RFPs have not been issued for 2015, but focus areas include bystander intervention strategies, which could include victim sensitivity training as well as possibilities for new programming that fits my organization focus.
Plugging Priorities Into Proposals

Program Grants

In 2015 the Avon Foundation Speak Out Against Domestic Violence program will build upon and expand existing Avon Foundation-funded projects across the U.S. in the following areas: financial empowerment, campus sexual assault and dating abuse prevention, bystander intervention strategies, and direct services. Please periodically check this site for news of the Avon Foundation's Request for Proposals (RFP). The Avon Foundation will also consider proposals for early adapted and innovative projects, briefly summarized and emailed to info@avonfoundation.org.

Avon Domestic Violence Survivor Empowerment Grants Program – Closed
General application closed September 19. All applicants were notified of their status in mid-December: $1 million awarded to 16 agencies in 2014.

Campus Grants to Actively Bystanders to Reduce Sexual Assault, Dating Abuse and Stalking – Closed
General application closed July 14. All applicants were notified of their status in mid-September: $150,000 awarded to 26 campus programs in 2014.

Avon Location and Area Sales Domestic Violence Shelter and Services Grants – Closed
By invitation only. All applicants were notified of their status in mid-September: $700,000 awarded to more than 50 agencies across the U.S. in 2014.

Process: I may also be able to try submitting a standard LOI to the foundation for consideration outside of RFPs if my project is adaptive & innovative. (Pro Tip: You can make anything sound adaptive & innovative with the right story framework & words.)

Plugging Priorities Into Proposals

Process: Right away, I locate a similar program. Healing through meditation, an alternative therapy similar to storytelling. I also see that grant amounts vary drastically.
Plugging Priorities Into Proposals

RESEARCH TAKEAWAYS:

• Initiative is called “Speak Out!” which directly relates to storytelling.
• Donor issues specific RFPs and I can submit an LOI for general consideration
• My program fits within 2015 focus areas, including bystander intervention strategies
• My program is innovative & adaptive, key concerns for the donor
• Donor has funded recovery programs that offer alternative forms of therapy similar to my programming

Sample Program

Grant Purpose
Provide culturally relevant services to American Indian women survivors of domestic violence focused on healing through storytelling complemented with victim sensitivity training for domestic violence service professionals, bystanders, & survivors’ families

Incorporated Funding Priorities
Domestic Violence Focus
Innovative & Adaptive – Culturally Relevant, Storytelling
Intervention Strategies – Training
Bystanders – Service Professionals, Bystanders, Families
Plugging Priorities Into Proposals

Sample Program

Grant Objective
Within 12 months, develop and deliver a series of three storytelling-based victim sensitivity trainings for immediate bystanders in tribal communities, including victim service professionals, educators, and survivors’ families designed to increase awareness of the recovery process and need to support survivors in their efforts to speak out and share their stories.

Incorporated Funding Priorities
Innovative & Adaptive – Storytelling, Tribal Communities
Bystander Intervention Strategies
Increase Awareness of Domestic Violence & Need for Support Services
Speak Out! Initiative

ADDITIONAL CONSIDERATIONS:

• Are there other storytelling initiatives that have been funded? How is mine different?

• Does the donor support initiatives for my specific community (i.e. American Indians)?

• What more can I learn about the readers who will review my proposal?
Understanding Funder Priorities

- Outline the needs and objectives of the project for which you seek funding.
- Review donor requirements, funding areas, & restrictions to ensure your project is a fit.
- Analyze donor interests & priorities to find creative connections with your mission & project.

**Pro-Tip:**
Assess ROI for your grant writing efforts. A $500 grant for a ten-page proposal may not be worth it to your organization or tribal program. Or it might be. You get to decide.

Funding Priorities Review

- Invest in researching your donor’s funding priorities.
- Follow the clues for successful grant proposals. Take good notes along the way.
- Consider the programming your organization or tribal program is seeking to fund and where you might be able to expand your services.
- Think creatively about program development related to funder priorities.
- Plug key words and concepts from the funder’s priorities into the building blocks of your proposal.
Grant Writing For Success

Webinar Review

I. Breaking It Down – Designing a Winning Proposal Format

II. Pieces of the Puzzle – Grant Proposal Components

III. Tell Your Story – Developing a Compelling Proposal Narrative

IV. Sustainable Success – Creating Meaningful Proposal Metrics

V. What Does It All Mean? – Understanding Funder’s Priorities

Designing a Winning Proposal Format

Mrs. J’s Formula for Successful Writing

**Attention Getter**  Introduce impact of your org

**Opening**  Why is your org the best fit

**Key Points**  Need to be addressed & proposed plan of action

**Attention Getter**  Leave an emotional impression

**Conclusion**  Summary of Request & Thank You
Grant Proposal Components

- Save time by planning & prepping standard components
- Write your own story first, then condense & cater it to different donors
- Make the components tell a story, create a logical order of presentation

Developing a Compelling Proposal Narrative

“People are moved by emotion. The best way to emotionally connect other people to our agenda begins with “Once upon a time…”

- Jonathan Gottschall-

- Think of your proposal as a story with a plot
- Create a logical story flow that keeps your audience engaged
- Leave your audience wanting to take action
Creating Meaningful Metrics

REMEMBER:
Goals are broad & abstract
Objectives are specific & measurable
Outputs are measurable results of an activity
Outcomes are what your community changed or gained

Pro-Tip:
Think creatively about your organization or program’s existing data and how you might expand evaluation services in a cost-effective & innovative way.

Funding Priorities Review

• Invest in researching your donor’s funding priorities.

• Follow the clues the donor has provided for successful grant proposals. Take notes along the way.

• Consider the programming your organization or tribal program is seeking to fund and where you might be able to expand your services.

• Think creatively about program development as you research your donor’s priorities & requirements.

• Plug key words and concepts from the funder’s priorities into the building blocks of your proposal.
Thank you for attending today.

Lead with passion and the funders will come!

Natasha Drake Grants
Socially Conscious & Affordable Grant Writing & Fundraising Services
www.natashadrakegrants.com
natashadrakegrants@gmail.com
GRANT WRITING FOR SUCCESS

Question & Answer Session
Please submit your questions via the chat feature now.