Grantsmanship: Sharpening Skills to Attract Resources

Training on Demand Workshop
Texas Watershed Roundtable
Dallas, Texas
July 27, 2010

Bill Jarocki
Environmental Finance Center
Boise State University
Planning to Implementation Transition

Technical Plan
Science Orientation

Mission
Goals
Objectives
Tasks

Implementation Plan
Business Orientation

Transition Point

Mission
Goals
Objectives
Tasks

Reduction
Construction
Looking for Funding?

What is the funding environment like?
Free Money for Everybody

Matthew Lesko's 30 Minute Interactive Training Course

Right now, you may be eligible for free money that you would NEVER know was being offered right now - you might be eligible for thousands of dollars in government grants and make it RAIN money repeatedly. Think about how great it is to have a steady income instead of finding nothing but bad investments and low paying jobs.

...and so much more...

BUY A HOME

START A BUSINESS

SOLD HOME FOR SALE

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Don't hesitate to see what grant money is waiting for you!
When the United States does not have a balance budget, it issues debt.

As debt is repaid, interest expenses are incurred. As debt grows, the portion of the budget used to pay debt exerts pressure on other expense categories having a lower priority.

In 2009 we added around $2 Trillion in new debt. We will add at least $2 Trillion in FY10.

- Defense
- Entitlements
- Interest on the Federal Debt

In the four years, the Treasury Department budget increased by over $240B.

http://www.federalbudget.com
Bottom Line

Don’t delay and be competitive.
Building a Winning Proposal

Dennis Canty
Evergreen Funding Consultants
Seattle, Washington
The Building Blocks

- Consistency
- Clarity
- Consequence
- Commitment
Consistency

Finding sources that are consistent with your project

Tailoring your project to the source
Consistency

In Form
Responsive to instructions?
Complete? Professional?

In Content
Consistent with the funder’s mission and goals?
Compatible with the funder’s track record on funded activities, funding level, recipient type?
Clarity

Keep it simple and clear in goals, methods, and products

Avoid jargon and duplication

As if you are explaining it to your mom, son/daughter, neighbor
Clarity

Not This

TMDL, ESA, HCP, 303(d), PRP, etc.

This

Spell it out, convert it to lay person’s terms
Our goal is to restore water quality in the Blue River.

Our goal is to reduce phosphorus in the Blue River by 20% by the year 2010.
Clarity

Not This
We’ll measure success by surveying local citizens in the Blue River watershed

This
We’ll test our success by conducting a telephone survey of 200 watershed citizens
Consequence

How important is this project?
Use superlatives - the last, the best, the biggest, the most - if possible

Cite tangible impacts - acres protected, problems solved, millions saved - not process
Consequence

Not This
The product is a plan

This
The product is a strategy and is backed by a commitment to act
Consequence

Not This
The Blue River is pretty darned nice

This
The river has the cleanest water, supports the biggest trout run, etc.
Consequence

Not This

The project will result in the purchase of 200 acres of habitat

This

The result will be the permanent protection of the highest quality riparian habitat in the watershed
Commitment

What do you bring to the project?
Cash is cheap
Staffing, political commitments, new partnerships are more difficult and more convincing
Commitment

The message: we believe in this project, we will invest whatever we can in it’s success, we are ready to move forward with results
The Winning Proposal

Consistent with needs and aims of the funding source

Clear in intent, methods and products

Consequential in objectives and likely outcomes

With a strong local commitment to succeed
Approaching Funders

So, once you have identified potential funding sources, what’s next?
Know the Funder and the Program

What specifically will the program fund?

Do your homework

Research web sites

Read funder generated handouts/materials

Ask TA providers or other resource people

Ask other systems for information about sources they have used

Look at other projects that have been funded
Know What You Want to Fund

- Be clear and concise
- Confidence that the project warrants funding
- Answer the question: “Why should my project be funded?”
- Develop a detailed budget – How much do you need? Exactly how will it be spent? Account for all items. Some funders don’t allow or want contingencies funded.
Application Process

- Get forms
- Know the deadlines & stick to them
- Fill out all forms completely and accurately in clear and concise manner
- Answer ALL questions
- Ask questions if you don’t understand something
- Start as early as possible; don’t wait until it’s due
- Be clear about the budget
- Make sure what is on the application matches what the funder will fund
- View the project in the funder’s eyes, not the project’s; “Give the people what they want”
Golden Rule

“Make it as easy as possible for the reader to understand and evaluate your proposal.”

From *Handbook for Writing Technical Proposals that Win Contracts*

An application is similar to a proposal and needs to be clear, concise, and authoritative in its writing and be organized exactly as requested.
Grant Funding Tips

- Maximize Use of Partners
- Understand the Funding Organization’s Goals and Objectives
- Pursue Multiple Opportunities
- If not Awarded a Grant, Follow up and Re-submit
To Be or Not to Be?

Plan A: If funding is received,
  Manage the budget properly
  Secure the team to complete the work
  Provide progress reports or other reports in a timely manner
  Complete project

Plan B: If funding is not received,
  Follow up: Why not? Can I resubmit?
  When is the next funding cycle?
  Any suggestions for changes?
Funder Examples

• Foundation application that requires the applicant to discuss what type of non-profit entity they are. Used as a “weeding out” process – if answered wrong, not funded.

• Tribal set aside grants – only require one page intent to apply, but still many don’t submit applications.

• Other examples from funders or applicants in the room?
Search for Implementation Funding

ENVIRONMENTAL FINANCE CENTER GRANT PROGRAM

Synopsis

The synopsis for this grant opportunity is detailed below, following this paragraph. This synopsis contains all of the updates to this document that have been posted as of 05/29/2009. If updates have been made to the opportunity synopsis, update information is provided below the synopsis.

If you would like to receive notifications of changes to the grant opportunity click send me change notification emails. The only thing you need to provide for this service is your email address. No other information is requested.

Any inconsistency between the original printed document and the disk or electronic document shall be resolved by giving precedence to the printed document.

Description of Modification

To correct the “Eligible Applicant” portion of the synopsis.

Document Type: Modification to Previous Grants Notice
Funding Opportunity Number: EPA-OCP-OCEF-09-01
Opportunity Category: Discretionary
Posted Date: May 28, 2009
Creation Date: May 28, 2009
Original Closing Date for Applications: July 15, 2009
Current Closing Date for Applications: July 15, 2009

Please refer to the full announcement, including Section IV, for additional information on submission methods and due dates.

http://www.grants.gov/search/search.do;jsessionid=QHsFKOjXzdXwgtbHsjqvDR2Ymvv9LmjL1T2nL2dI9jI6HL721jW785172635?oppId=47614&mode=VIEW
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