

Grants 101 for CED

Zoom Training—June 11, 2020
Suzanne Hansford-Bowles

Core logic of a grant is made up of the following:

- 1) Need / Significance—What is the problem & why does it matter?
- 2) Goals & objectives—What do you want to achieve?
- 3) Target population—Who/where will you serve?
- 4) Activities/Methods—What will you do?
- 5) Impact/Evaluation—How will you measure success?



5 Tips to Make Your Grant Proposal More Competitive

Tip #1: Fit, fit, fit. Assess each opportunity for the right fit. Consider scope, geographic scale, size of request, stage of development, etc. See the “Deal or no Deal” handout [here](#) for issues to consider.

Tip #2: Make the need compelling. Don’t tell funder what they already know; be more specific. Use local data. Describe a “window” of opportunity.

Tip #3: Distinguish between goals & objectives. Goals are aspirational and long-term, objectives are measurable and obtainable during the grant period.

Tip #4: Avoid “just trust me.” Be specific and write with certainty. Use the active voice and indicate who, what, when, where as much as you can.

Tip #5: Prepare the proposal for people who won’t read it. Use short paragraphs, topic sentences, bulleted lists, and headline subheadings.

Where to search
for funding?
Links & info
[here.](#)



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Key terms

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| Subcontractor | Contractual arrangement with an organization. Appropriate for substantive work and complex tasks, where partner organization is key part of team. |
| Consultant | Contractual arrangement with an individual. Appropriate for narrowly defined tasks where partner is not ongoing part of team. |
| Cost share | Portion of funds that the applicant kicks in to pay for the project. Usually expressed as a percentage or ratio, can be cash or in-kind. As a general rule, do not offer cost share unless it is required. |
| Direct vs. indirect costs | Direct costs are allocable to your project and can be counted. Indirect costs are not allocable and usually charged as a percentage. For university projects, use federally negotiated rates (see Grant Fact Sheet here). For county projects, consider using 10% as a <i>de minimis</i> rate. |
| General operating vs. program or project grants | General operating grants support the work of an organization and funds can be spent flexibly. Program/project grants support a specific program or project and funds can be spent only on those project costs. General operating grants are awesome but rare. |
| LOI | Means “letter of inquiry” or “letter of interest” and is used in various ways. Can be competitive or non-competitive. Usually 2-3 pages. Can be the first stage of a multi-stage process or the only stage. |
| PD or PI | Means “Project Director” or “Principal Investigator” and is the lead person on a grant. All grants must name a lead, even if management will be shared. |

