

Grants 101

Zoom Training—May 14 & 15, 2020

Suzanne Hansford-Bowles



Remember: Be picky about what grant opportunities to pursue. Match funder on project stage, scale, innovation, etc. Fit, fit, fit! See the “Deal or no Deal” handout [here](#) for issues to consider.

5 Tips to Make Your Grant Proposal More Competitive

- Tip #1: Make the need compelling. Don't tell funder what they already know; be more specific. Use local data. Describe a “window” of opportunity.
- Tip #2: Distinguish between goals & objectives. Goals are aspirational and long-term, objectives are measurable and obtainable during the grant period.
- Tip #3: 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 #4: Organize your activities to make them digestible. Avoid a laundry list of activities and instead organize by objective, or by phases or quarters.
- 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

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.
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.
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.

