

LSTA Grant Workshop

Grant Writing from the Reviewer's Perspective

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Source of Proposal Ideas

- Does your institution have:
 - Long-range, strategic or marketing plan
 - Grant announcement and criteria
 - Surveys
- Identify what sets you apart
- How would your proposal benefit your community?
- Involve staff

Matching Your Needs with Funders

- Who would benefit from the success of your proposal?
- Find common interests
- How would your proposal achieve goals of funding organization?

Researching Funders

- Prospect sheet
- Directories
- <http://foundationcenter.org>
 - Free funding information centers in libraries and source of publications & opportunities
- Funder's web site
- Annual report
- Make contacts
- Find partners/collaborators

Potential Funders: Public vs. Private

- State and Federal Departments of Education
- Community Organizations
- Foundations including community foundations
- Private companies

Public Sources of Funding

- Set by legislation
- Known application process
- Firm deadlines
- Technical assistance
- More bureaucratic
- Public record
- Usually lengthier
- More requirements
- Contracts assurances
- Frequent reporting

Private Sources of Funding

- May be better source for local needs
- Allows pooled funds
- Better source for start up
- Less complex proposals
- Priorities may change
- More difficult to track
- Limited program staff
- May not explain rejection

Networking/Collaboration

- Confirm interest of funder
- Develop relationship with funder
- Find partners/collaborators
- Ensure resources to support project
 - Budget
 - Staffing
 - Time

Proposal Elements

- Title/cover page
- Abstract
- Statement of need
- Goals/objectives
- Methods/activities
- Budget
- Personnel
- Evaluation

More Proposal Elements

- Support letters
- Documentation e.g. map of community, brochures, other project-related information
- Long-range plan
- Surveys

Before & After Your Write

- Do your homework
 - Read successful proposals
 - Be sure of facts
- Match need to funder
- Follow funder guidelines
- One person write, several read!
- Outside reader
- Use advisory group as sounding board
- Be respectful

Your Written Proposal

- Outline
- Be specific and consistent
- Clear, concise language-
 - no jargon
 - short sentences
 - active” verbs
 - write in third person
- Start strong/catchy title
- Strong ending

Proposal Writing Tips

- Show leadership
- Sell yourself
- Sell your project
- Show commitment of collaborators
- Do not exceed suggested page length
- Use charts, graphics
- Submit all documentation

\$Budget\$

- Detailed and realistic budget
- Don't pad
- Make sure budget matches project needs
- Explain anticipated expenditures
- Matching funds
- Accept funding limitations

Summary Proposal Writing

Steps

- ◆ Review RFP or funder's guidelines
- ◆ Develop idea and gather data/documentation
- ◆ Institutional needs assessment
- ◆ Review proposal elements
- ◆ Write your proposal (Input from others but one voice!)
- ◆ Proofread
 - ◆ Self-review (including spell and jargon check)
 - ◆ Non-interested third-party review
- ◆ Send draft to funder if permitted!
- ◆ Revise per funder's comments!
 - ◆ Self-review (another spell and jargon check)