

MOTOROLA SOLUTIONS

# SUCCESSFUL GRANT WRITING INFORMATION



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# APPLYING FOR A GRANT: BASIC STEPS



- **1st Step:** Secure a DUNS Number. If you don't have a DUNS (Data Universal Numbering System) number, get one! A DUNS number is a unique nine-digit sequence recognized as the universal standard for identifying and keeping track of entities receiving Federal funds. Obtaining a DUNS number is a free, simple, one-time activity. Obtain one by calling 1-866-705-5711 or by applying online at <http://fedgov.dnb.com/webform/displayHomePage.do>.
- **2nd Step:** CCR Registration. Current registration in the Central Contractor Registration (CCR) database. The CCR database is the repository for standard information about federal financial assistance. Organizations that have previously submitted applications via Grants.gov are already registered with CCR. Note: Applicants must update or renew their CCR registration at least once per year to maintain an active status. Information about registration procedures can be accessed at [www.ccr.gov](http://www.ccr.gov).
- **3rd Step:** Know the Agency's Grant Management System or the Grants.gov System. If you have no experience with the granting Agency system, look for a training opportunity.
- **4th Step:** Familiarize yourself with the Agency Grant Solicitation and understand the various requirements. Read it thoroughly and be cognizant of the deadlines! Contact the granting Agency if there is something that is not clear.

# BASIC GRANT APPLICATION STEPS, CONTINUED

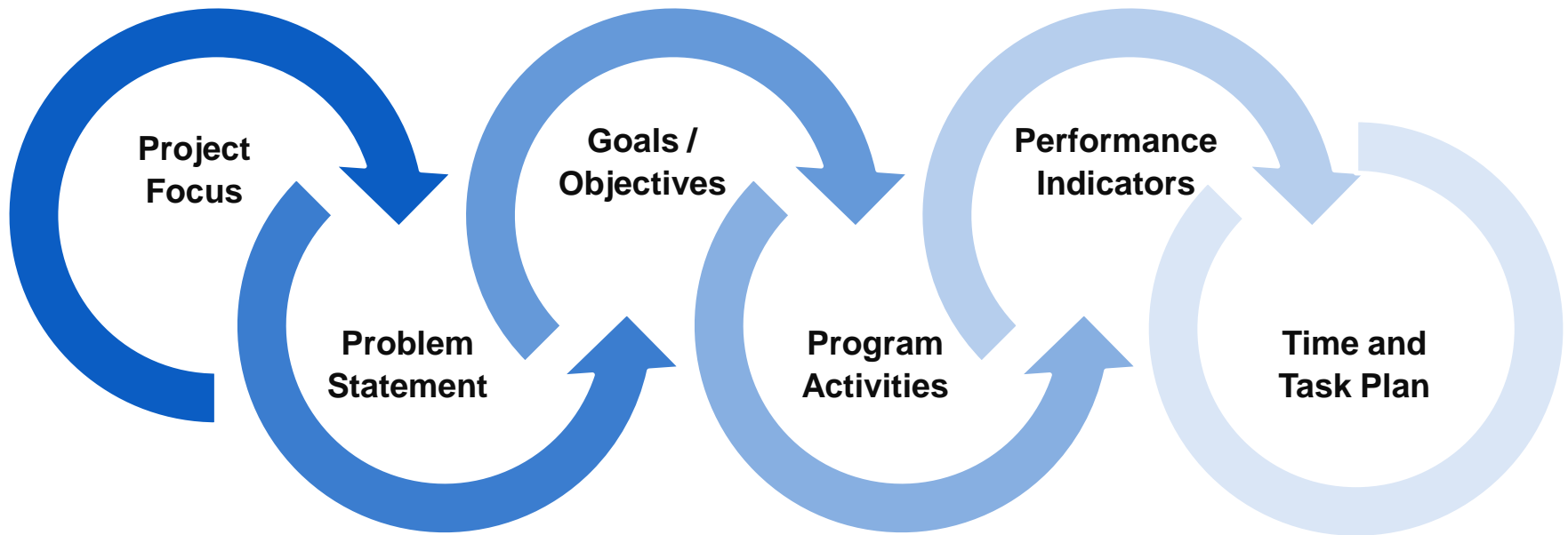


- **5th Step:** Develop your Proposal and have someone read it who is not associated with your program to see if they can understand what you are trying to say.
- **6th Step:** Complete any Certifications that may be required for the grant submission and have them available to upload into the grant management system.
- **7th Step:** Apply through the Grant Management System and submit the necessary attachments.

**Note:** Submit as early as you can to prevent last minute computer glitches.

If you run into problems make sure to contact the granting agency before the deadline and explain. Often times they will have a way to work around the problem or can offer you an extension of time to file.

# COMPONENTS OF A GRANT PROPOSAL



# PROPOSAL DEVELOPMENT STRATEGY



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# PROPOSAL DEVELOPMENT STRATEGY: PROJECT FOCUS



- Identify the specific target audience of the project
  - Individuals
  - Citizens in a community
  - Targeted area of a community
  - A region including several communities
  - Government agencies within a community



# PROPOSAL DEVELOPMENT STRATEGY: PROBLEM STATEMENT, CONTINUED



# PROPOSAL DEVELOPMENT STRATEGY: PROBLEM STATEMENT



- What is the problem that requires a solution?
- What will happen if the problem is not addressed?
- What is the gap between what is and what ought to be?
- Why should grant funds be used to solve the problem?



# PROPOSAL DEVELOPMENT STRATEGY: SOLUTION



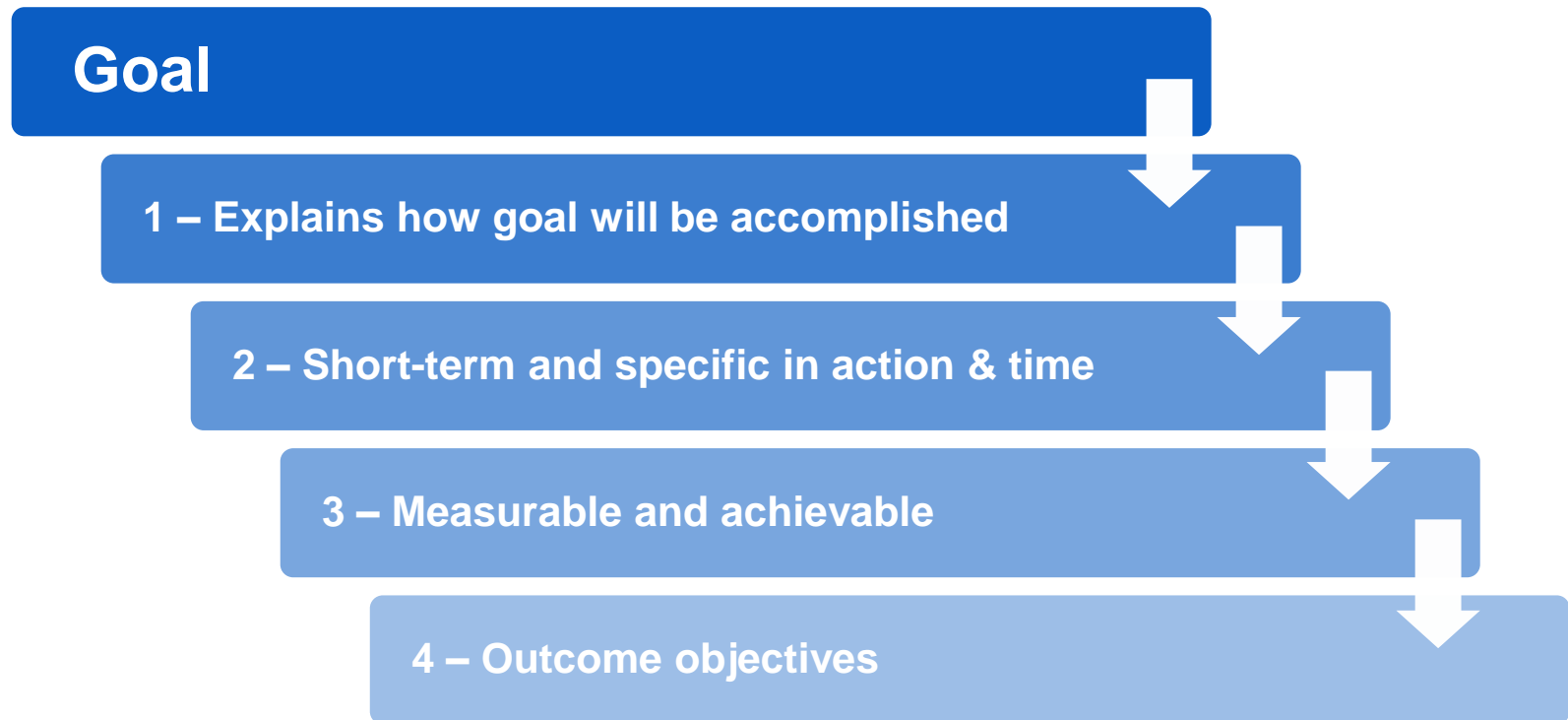
## WHAT WILL WE DO TO FIX THE PROBLEM?

- Does the solution address the problem?
  - Have you created a sense of urgency
- Do you know if the solution will work?
  - Will it pass a reality check / documented evidence
  - What are the constraints / obstacles
- How do you know your solution is the right one?
  - Was more than one solution considered
  - Did you prioritize solutions
  - Did you do a cost-benefit analysis

# PROPOSAL DEVELOPMENT STRATEGY: GOALS AND OBJECTIVES



- Broad statement
- End toward which effort is directed
- States the expected outcome



# PROPOSAL DEVELOPMENT STRATEGY: OBJECTIVES AND OUTCOMES



## RESULTS EXPECTED FROM PROGRAM'S OPERATION

- Knowledge / attitude / skill change (short term)
  - **15% of all released offenders** will pass a proficiency test for job application skills within 60 days of release
- Behavior / performance change (long term)
  - **25% of all released offender** will be employed one year after release
- Situational change (short + long term)
  - **30% of identified drug houses** will be rehabilitated within one year

# PROPOSAL DEVELOPMENT STRATEGY: PROGRAM ACTIVITIES



Specific tasks expected to produce results to meet goals, objectives and deliverables

- Description of specific activity
- Intensity and duration
- Who will perform activity
- What will the activity impact
- Clear and concise deliverables



# PROPOSAL DEVELOPMENT STRATEGY: PERFORMANCE MEASURES



- **Types of measures (quantitative preferred)**
  - Quantitative: number or degree of change
  - Qualitative: non-numeric like photos, field observations
- **Outputs:**
  - Direct products and services delivered by a project; accounting of how much of an activity has taken place
- **Outcomes:**
  - Results of products and services; effect and changes in knowledge, skills, attitude, behavior, or conditions
- **Impact:**
  - Results beyond the project; unintended

# PROPOSAL DEVELOPMENT STRATEGY: PERFORMANCE MEASURES, CONTINUED



- Informs decisions
- Monitors progress
- Documents activities and accomplishments
- Highlights project benefits
- Builds case for current funding and future funding opportunities
- Adds value to project and deliverables



# PROPOSAL DEVELOPMENT STRATEGY: TIME AND TASK PLAN



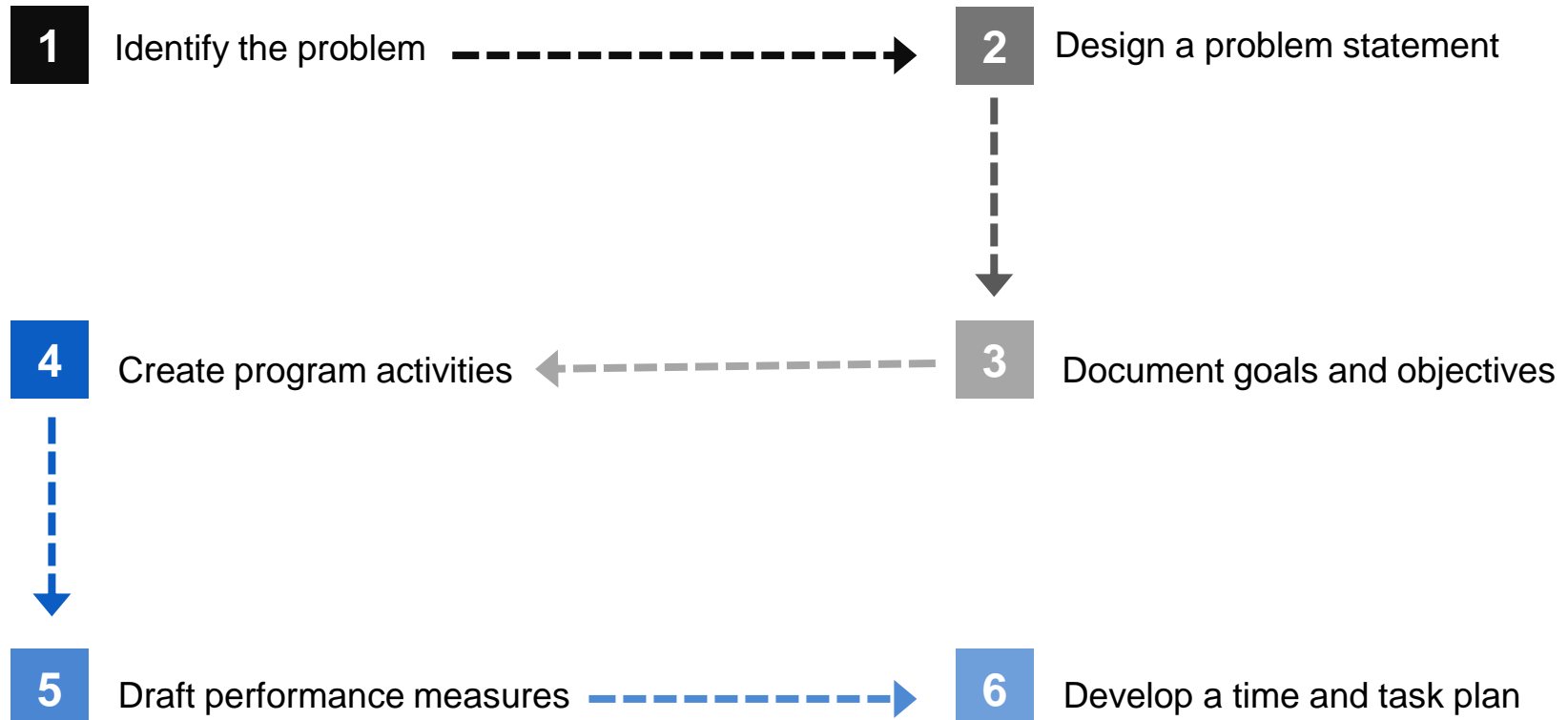
- For each objective, identify a “list of activities” outline
- Responsible party
- Time frame
- Sequence
- Resource needs
- End product



# PROPOSAL DEVELOPMENT STRATEGY: RECAP



Work through each step to develop a successful proposal:



# SAMPLE GRANT APPLICATION



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# SAMPLE GRANT APPLICATION



## Typical Grant Content

- Program Narrative
  - Problem statement
  - Program design and implementation
  - Capability and competencies
  - Impact / outcomes and evaluation / measures
- Budget and Budget Narrative
- Project timelines
- Program abstract

**Specific documents required for each application – submit as specified**



# SAMPLE GRANT APPLICATION



## Program Narrative

- Specific format – follow closely
- States the category applying for funding
- Most important part of the application
- Contains the problem statement; Program Design and Implementation; Capabilities of the Applicant; and Performance Measures

## Budget and Budget Narrative

- Document everything
- Allowable and Reasonable
- Costs must relate to the proposal and the problem



# SAMPLE GRANT APPLICATION



## Common Budget Problems

- The budget detail worksheet is missing
- The budget detail worksheet computations are incorrect
- The required match percentage has not been met nor the source identified
- Unallowable costs are included in the detail budget worksheet
- Required cost breakdown by categories has not been included
- Incomplete budget narrative
- Accounting System and Financial Capability not identified



# SAMPLE GRANT APPLICATION



## Project Timeline and Position Descriptions

- Project timeline lists each project goal, related objective, activity, expected completion date, and responsible person or organization
- Position Descriptions or Resumes may be required

## Program Abstract

- Lists Specific Requirements
- Format is important – font size, pagination, spacing
- Used by funding agency to explain project

## Certifications

- Various Certifications required by funding Agency
- Listed in Solicitation
- Official signatures required



# ILLUSTRATIVE SELECTION CRITERIA



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# ILLUSTRATIVE SELECTION CRITERIA



## **1 Statement of the Problem (15 percent of 100) Identify the precise problem to be addressed**

- Provide specific data
- Describe how activities can be started and completed within the grant timeline

## **2 Program Design and Implementation (30 percent of 100)**

- Describes project objectives that are linked to meaningful and measurable outcomes consistent with the goals of the program
- Category specific
- Highest rating category
- Describe how the project will reach the stated goals and objectives of the category under which the application is submitted
- Provide a complete description of the project design and proposed implementation
- Discuss the significance of the program
- Tie program activities to goals, objectives, and the performance measures applicable to the project
- Describe how the program will continue after grant funding



# ILLUSTRATIVE SELECTION CRITERIA

## **3 Capabilities/Competencies (25 percent of 100)**

- Describe the proposed management structure and project staffing
- Describe how the partners will collaborate with the project
- Describe how the organization will track grant expenditures

## **4 Budget (10 percent of 100)**

- Comprehensive budget and budget narrative
- Link Budget to Program Narrative and Solution
- Avoid unsubstantiated equipment purchases

## **5 Impact / outcomes, evaluation, and measurement (20% of 100)**

- Explain how the program's effectiveness will be demonstrated
- Compete Performance Measures – describe:
  1. What data will be collected,
  2. How it will be collected,
  3. How it will be assessed/analyzed; and
  4. The process for reporting the findings and outcomes, which will measure the impact of the proposed efforts

*To assist in fulfilling the accountability objectives and the Agency's responsibilities under the Government Performance and Results Act of 1993 (GPRA), applicants who receive funding must provide data that measure the results of their work*

# TIPS FOR DEVELOPING A WINNING PROPOSAL



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# TIPS FOR DEVELOPING A WINNING PROPOSAL



- **Know the various registration requirements** – applicant should begin the process early.
- **Know the Grant Management System.**
- **Know the deadlines and plan accordingly.**
- **Read the solicitation carefully** – completeness counts and follow instructions closely.
- **Verify eligibility.**
- **Know which category you are applying under** and develop your proposal accordingly.
- **Follow all instructions**, including format, content, spacing, and length.
- **Provide all required information**, including completed forms, and official signatures.
- **Determine if there are any “priority considerations”** in the solicitation and emphasize those up front in the application.
- **Know the weight applied to various selection criteria and write accordingly.**



# TIPS FOR DEVELOPING A WINNING PROPOSAL



- **Understand and restate the questions asked in the application.**
- **Good Writing skills – keep word choices simple and to the point. Use clear English, avoiding acronyms and technical jargon.**
- **Write to impress those who sit on the review panel. Know for whom you are writing. Give them a picture of what you are trying to do with the funds.**
- **Communicate clearly how the proposed solution addresses the problem.**
- **Understand the difference between a discretionary /competitive grant and a formula award and write accordingly.**
- **Program Narrative must define the problem, specify proposed actions, and state how the actions will solve the problem.**
- **Include source information for factual citations.**
- **Develop a budget that contains the specific costs of the proposal.**
  - Costs are reasonable, allowable, appropriate, cost effective in relation to the proposal size and scope of the project.
  - Make certain that the Budget was accurately calculated.

# TIPS FOR DEVELOPING A WINNING PROPOSAL



- Know the role equipment plays in the solicitation and relate it to the program narrative and the problem trying to be solved.
- Avoid excessive equipment or non relevant equipment.
- Limit funds to the amount that is vital to the applicant's proposed project.
- Don't pad the budget and don't shop for money – it will show.
- Know the total amount of money available and the potential pool of applicants. Build your total proposal based upon the pool of resources.
- Future funding – remember government grants are meant to be seed funding. The project must have deliverables with specific accomplishments at the end of the grant period. Talk about how you will cover the cost of the project after funding ends.



# COMMON PROPOSAL ELEMENTS TO ADDRESS IN AN APPLICATION



- Who is the target audience?
- Describe the problem to be addressed.
- Describe what has been done and where the gaps are.
- Determine resources available and those that are needed.
- What is the problem that requires a solution?
- What will happen if the problem is not addressed?
- What is the gap between what is and what ought to be?
- Why should grant funds be used to solve the problem?
- What will you do to fix the problem?
- What is the proposed solution?
- What are the goals and objectives of the project?
- What are the results expected from program's operation?

# COMMON PROPOSAL ELEMENTS TO ADDRESS IN AN APPLICATION



- Address why granting agency should give you funds?
- Address why is it a State / Federal issue and not just a local issue.
- What makes your project different / what makes it unique?
- Describe how this project will it make a difference in your community.
- Describe your commitment to the project and your contribution – cash or in kind match – money or services.
- What are the specific tasks to be completed or the deliverables?
- Describe how are you going to measure success /how will you know your solution was the right one?
- What is the project timeline?
- Describe how this project will keep people safe in their communities and protect public safety.



# ADDITIONAL RESOURCES

- <http://www.fema.gov/afg/docs/FEMA-goodnarrative.pdf>
- <https://www.bja.gov/gwma/>
- <http://www.theiacp.org/Portals/0/pdfs/Publications/BP-Grantwriting.pdf>

# GRANT LIFE CYCLE



AGENCY

Announce opportunity, provide administrative & technical support

1.  
ANNOUNCEMENT

GRANTEE

Finds opportunity, identify potential opportunity  
Develop proposal

AGENCY

**Receive applications:** authenticate applicant, apply business rules, & endure administrative compliance

**Decide:** conduct reviews (administrative, budget, policy, merit, business, application, certifications, & assurances)

2.  
APPLICATION

GRANTEE

**Submit application package:** for competitive grant or pre-award documents for noncompetitive grant

**Check status** of review

AGENCY

**Announce award:** notify the grantee & Congress of the award

3.  
AWARD

GRANTEE

**Accept award:** complete acceptance of award documents (if required)

AGENCY

**Award payment** to grantee  
Manage / conduct site visits & review grant reports

4.  
POST-AWARD

GRANTEE

**Receive payment / award**  
Comply with award requirements  
Submit appropriate reports

AGENCY

Review and reconcile final audit & other reports

5.  
CLOSEOUT

GRANTEE

Submit final audit & other reports as required

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THANK YOU



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