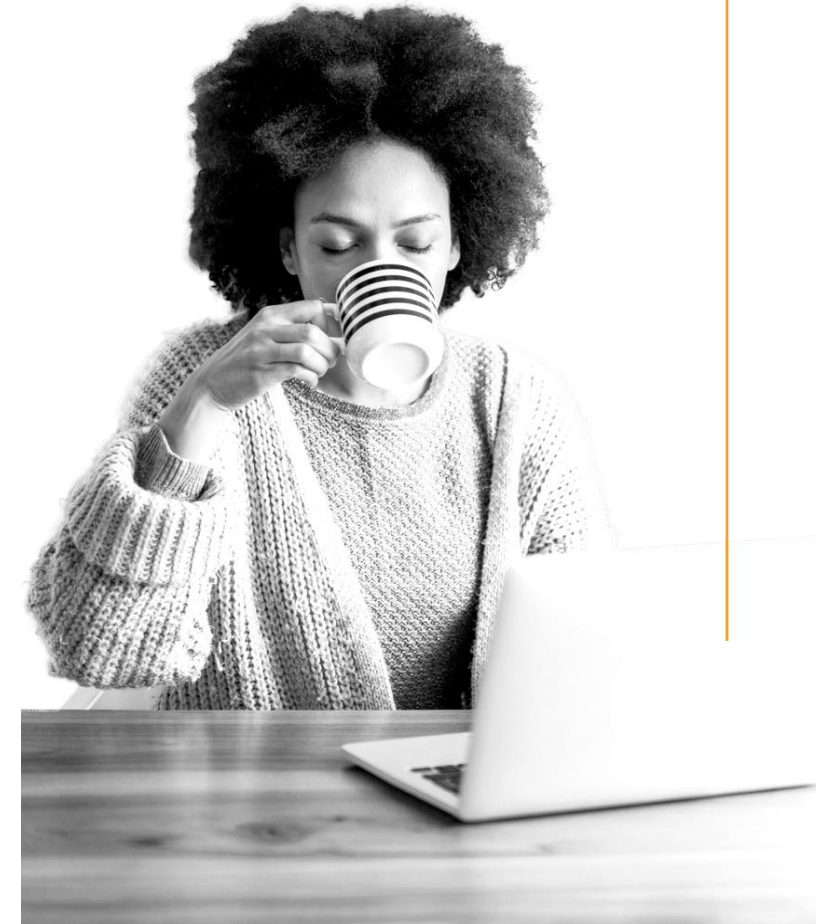


Welcome

We'll be getting started momentarily.

In the meantime, please share in the chat where you are joining from today!

Get comfortable
and ready to learn!



Proposal Writing Workshop

Yes, we are recording today's presentation.

You will receive a link to the recording via email in the next 48 hours.



Presenters



Dave Holmes

Network Engagement Manager
he/him/his



Erin Ruzaj

Network Engagement Assistant
she/her/hers

Candid.

What we do

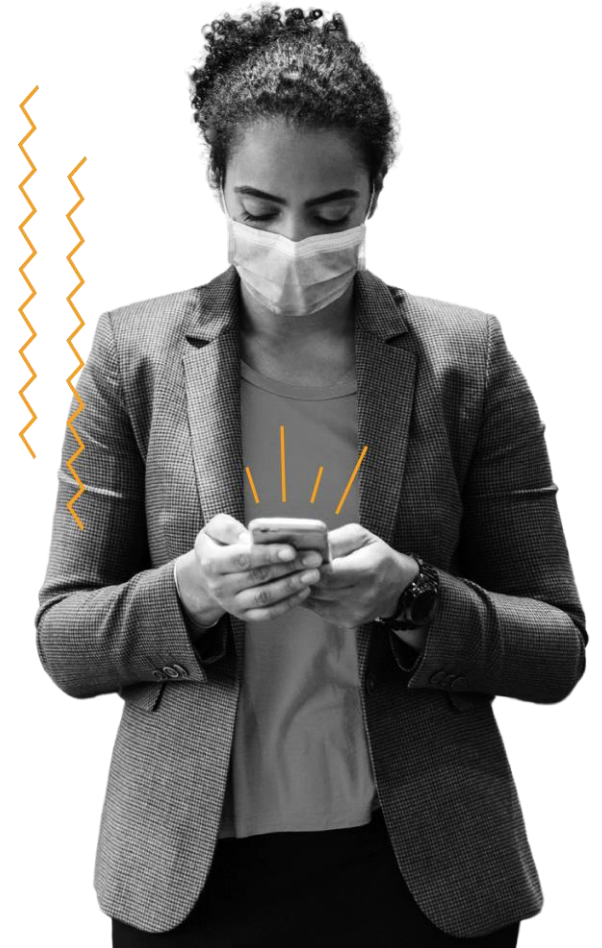
Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid connects people who want to change the world to the resources they need to do it.

Our response to global events

Thank you for being a part of Candid's learning community. We recognize that this may be a challenging time for many. Candid has shifted its key learning opportunities to a virtual format, and you can check them out at bit.ly/CandidLearningOnline. We've also invested in providing the social sector with the resources they need to make informed decisions about today's most pressing issues:

Learn more about COVID-19 resources here:
bit.ly/CandidResourcesCOVID19

Learn more about racial equity resources here:
bit.ly/CandidRacialEquity



Proposal Writing Workshop

Upon completion of this training, you should be able to:

- Write a grant proposal for your own project
- Create a basic budget to use in your grant proposal
- Find potential grant funders for your proposal using *Foundation Directory*
- Learn what grant funders want in a proposal and the biggest red flags from their perspective.

Icebreaker

Please share:

- Your name
- Organization and title
- 1 thing you want to learn

Planning the grant proposal

Why do you need the money?

- What is the nature of your request?
- How is this going to help you advance your mission?
- Why should the funder care?



Are you “grant worthy”?

Making your case for support

- Organizational history and background
- Track record/history of success
- Accomplishments
- Reputation
- Leadership
- Staffing
- Funding
- Internal operation

Format

- Common grant applications
- Online applications
- Funder's application



Overview of proposal package

- Executive summary
- Statement of need
- Project description
- Organization information
- Conclusion
- Budget
- Attachments/supporting materials



Executive summary

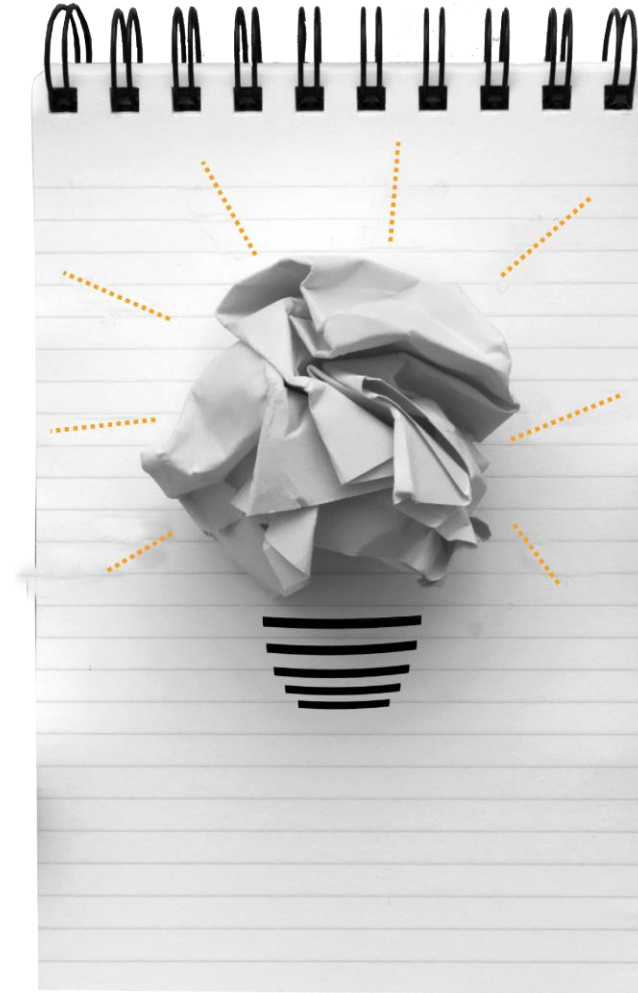
- Need
- Project description
- Organization and its expertise
- Funding requirements
- Conclusion

— — ➔ **Tips:** Write it last
Make it compelling

Sample: [Executive summary](#) pages 11-13

Statement of need

- Describes the issue or situation the project will address
- Describes how it affects the target population



Take an Asset-Framing approach

- Highlight aspirations and contributions, not problems and deficits
- Example:
 - Before: “At-risk youth”
 - After: “Youth pursuing higher education”



Learn more at skillman.org/blog/the-power-of-asset-framing/

Statement of need

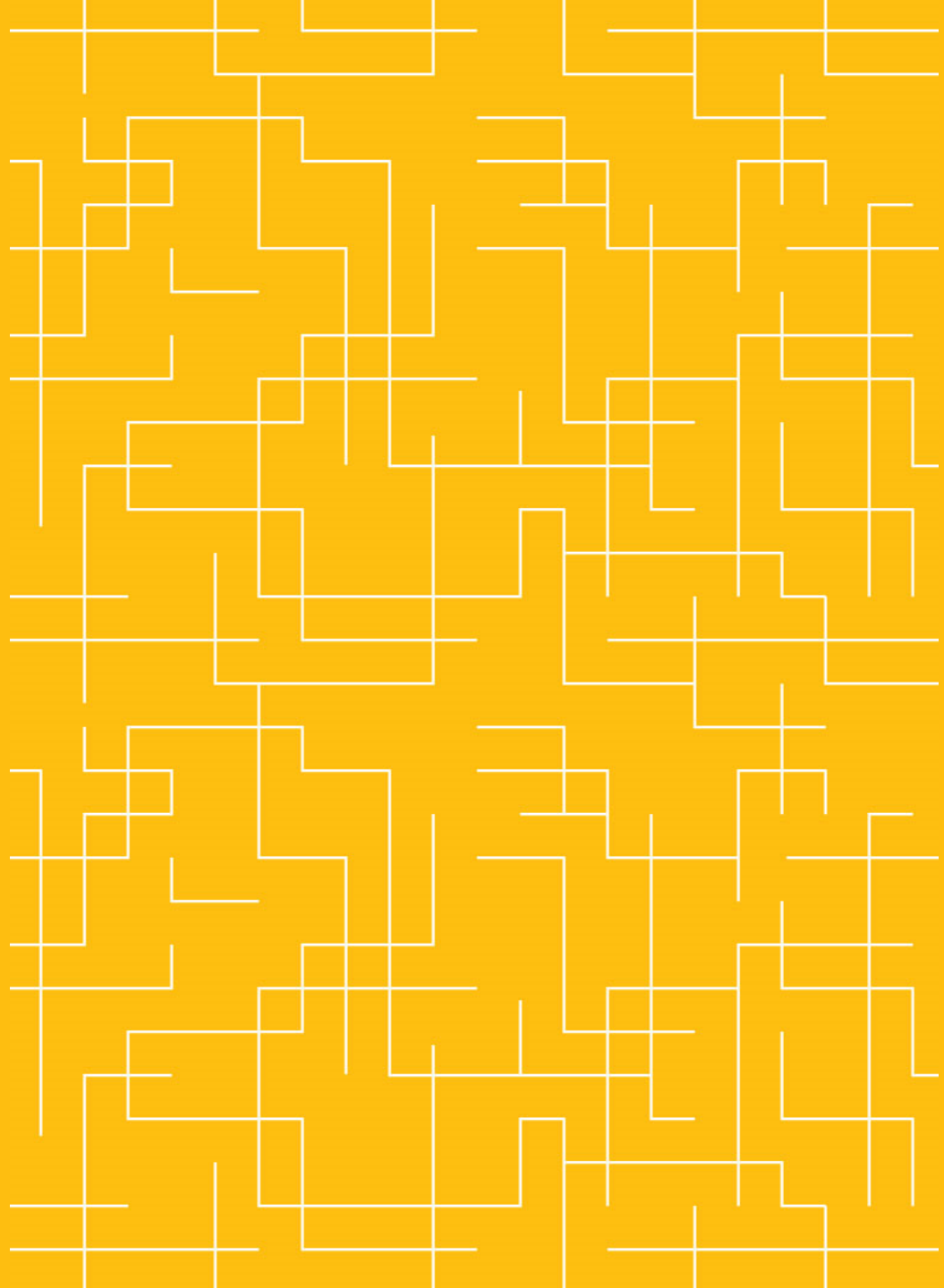
Answer the questions:

- What is the problem or need you will be addressing?
- Who is affected by the problem and how?
- Why is this issue important?
- What evidence can you provide to support it?
- What is the underlying cause?

Sample: Need statements pages 14-18

Writing Exercise: Need Statement

- Review and complete the worksheet
- Prepare to share out



Writing exercise: Review

Guidelines for feedback:

- Do you understand the problem (or need)?
- Is the issue compelling? (why or why not?)
- Is the writing clear?



Project description

- Longest section of the proposal
- Describes the solution to the problem addressed in the need section
- Includes the project goals and outcomes



Project description

Answer the questions:

- What are your expected outcomes?
- How will you achieve your outcomes?
- Who will carry out the project?
- How do you know how you are doing?
- How will you sustain the project?

Sample: [Project description](#) pages 20-21

The difference between goals, objectives, and outcomes

- **Goals** – broad, general description of what you will achieve
- **Objectives** – specific, measurable targets which will determine if you have met your goal
- **Outcomes** – the extent to which you have accomplished your objectives

Sample: pages 23-25
Worksheet: page 26

The difference between goals, objectives, and outcomes

Goal: The Cancer Wellness Foundation will assist individuals in receiving prescribed medical treatment for their cancer diagnosis that otherwise lack access to care.

Objective: This year, 300 cancer patients that cannot afford round-trip transportation to prescribed chemotherapy and radiation appointments will be issued gasoline vouchers.

Outcome: Ninety-five percent of cancer patients participating in the transportation program will report receiving all chemotherapy and radiation treatments as prescribed by their medical doctor.

Example courtesy of Betsy Baker, CharityChannel, 2012

Project description: Methods and timeline

How will you achieve your outcomes?

Methods

- What other methods or solutions have been tried?
- Why is this approach different?
- How did you decide upon this particular method or approach?
- What factors went into your decision?
- How did this response emerge as the best solution?

Sample: Methods and timeline pages 28-30

Project description: Methods and timeline

How will you achieve your outcomes?

Timeline

- How will the project be implemented?
- What are the steps involved and when will they happen?



Sample: Methods and timeline pages 28-30

Project description: Staffing description

Who will carry out the project?

- Staff
- Volunteers
- Consultants
- Collaborators



Sample: Staffing description pages 31-35
Worksheet: Methods and staffing page 36

Project description: Evaluation

Did you achieve your outcomes?

Two types of evaluation

1. Summative: measuring the outcome or product

Examples include:

- Likert scale
- Pre and post assessments
- Journaling

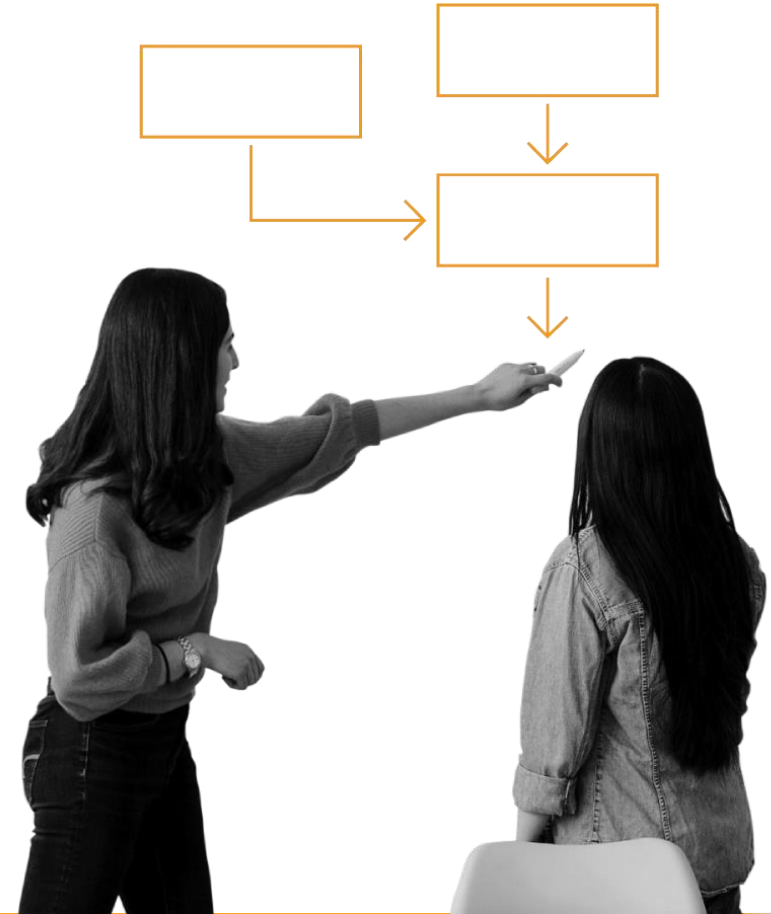


Project description: Evaluation

Two types of evaluation

2. Formative: analyzing the process

- Any bottlenecks
- Any unanticipated delays?
- Did the number of partnerships or volunteers shift? How did that affect the process?



Project description: Evaluation

Why is evaluation important?

- What information will you collect?
- How will you collect it?
- How are you going to use it?
- What is your timeline?

Sample: Evaluation pages 39-41

Worksheet: Evaluation page 42

Project description: Sustainability

How will you sustain the project?

- Indicate how the project will be funded in the future
- Provide the grantmaker with assurance that other funders are in the mix
- Lets the funder know that the project will outlive the grant

Sample: Sustainability pages 45-47
Worksheet: Sustainability page 48

Organizational information

- Date of founding, mission, and history
- Organization's structure, programs, and special expertise
- Organization track record, accomplishments, and overall impact
- Information about staff and board



Sample: Organizational information pages 50-51

Worksheet: Organizational description page 52

Conclusion

- Final appeal
- Restate the need(s) your organization or project is addressing
- Restate why it is important to THIS funder
- Be persuasive!

Sample: Conclusion pages 55-56



Attachments/Supporting materials

Find full list in workbook (p. 58)

— — → **Tips:** Follow funders' guidelines include everything they ask for and very little else

Other financial information

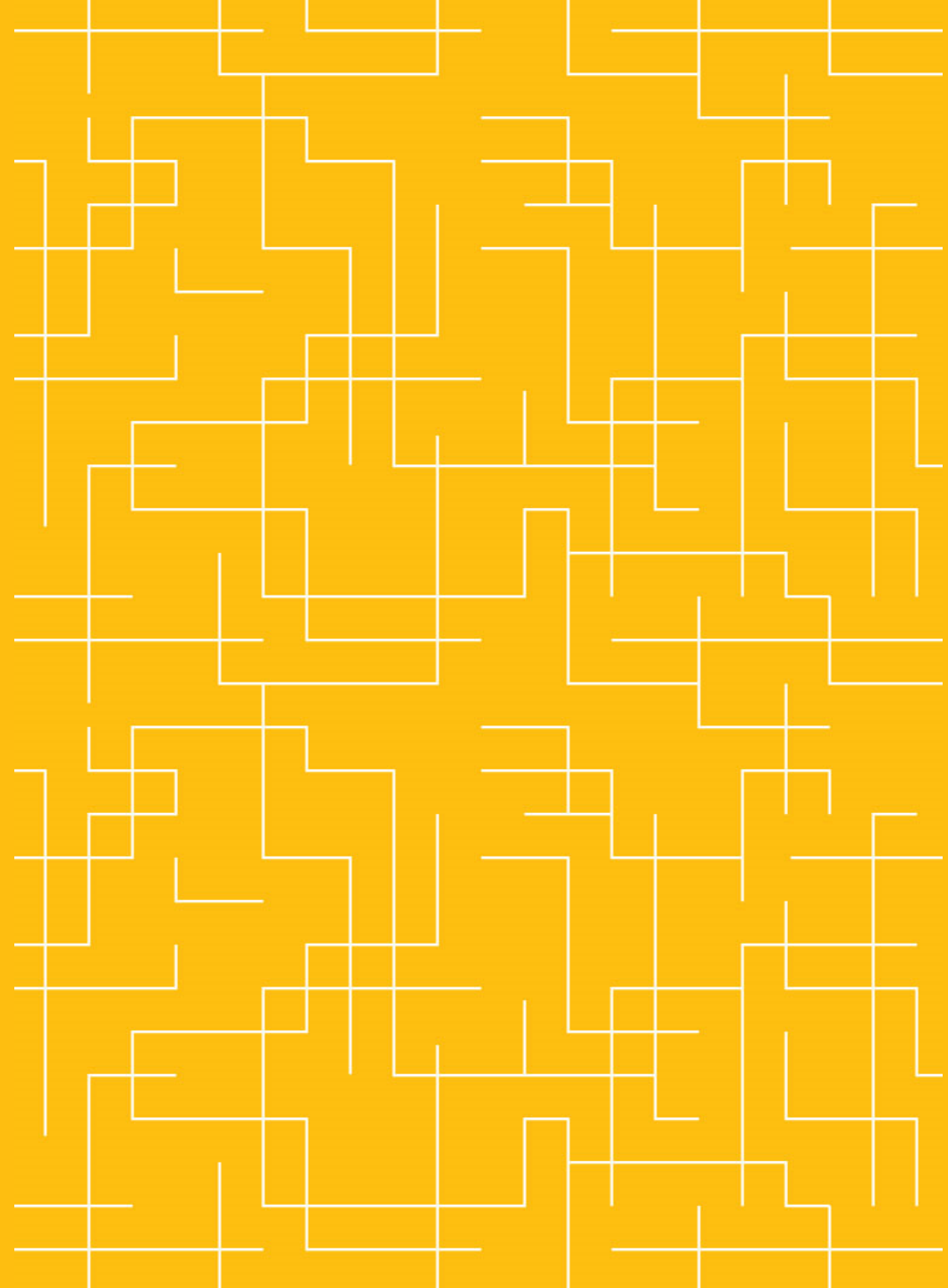
- Audited financial statements
- Organization-wide budgets for recent years
- List of supporters / Other funding sources
- Annual report
- Budget narrative
- IRS Form 990



Create and maintain
a “document drawer”

**Assignment:
Outline Your
Grant Proposal**

**Bring with you
to the March 24
session.**



Questions?

Save the date!

Proposal Writing Workshop Part 2

Scheduled March 24

10 AM – 11:30 AM PST

How did we do?

Your feedback is important to us!
Please take a moment to fill out
our course survey:

<http://bit.ly/CandidPWW>

Thank you

Stay connected and never miss a virtual training by subscribing to our Candid Learning newsletter
bit.ly/CandidLearningNewsletter

