



Grant Writing: Key Components for Success



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Kimberly Hays de Muga, GPC Amanda Day, GPC

- Co-Owners of HayDay Services – speaking, coaching, and training
- Co-Creators & Co-hosts of Fundraising HayDay, a podcast about grants & such
- Combined 50+ years of grant & fundraising experience
- Grant Professional Certified (GPC)
- International Grant Trainers – more than 20,000 students
- Leadership at board levels: Grant Professionals Association (GPA), Grant Professionals Certification Institute (GPCI), Grant Professionals Foundation (GPF), and Georgia GPA chapter



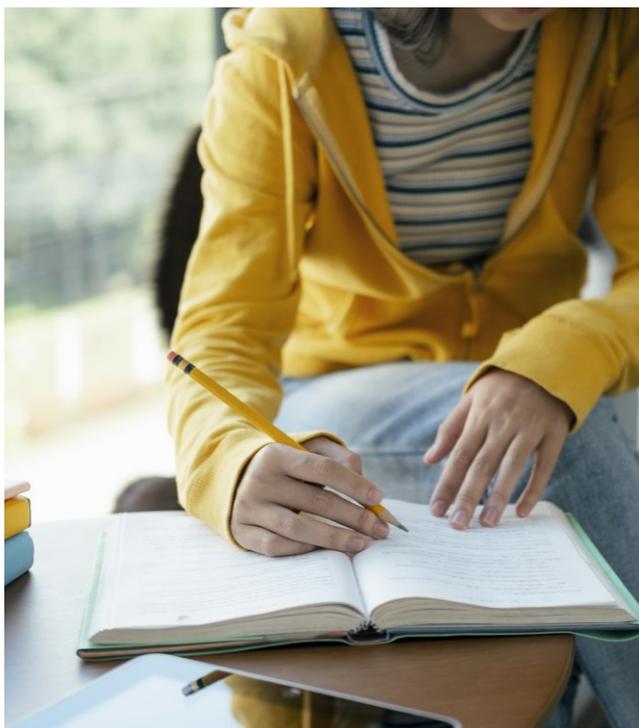
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HOUSE RULES

- Use chat for connecting with your fellow attendees
- Use Q & A for questions you'd like Kimberly and Amanda to answer
- GMA will make all slides and handouts available to attendees
- This is being recording, and you will receive access to the recording via GMA



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Grant Writer Competencies

- Investigating, asking questions
- Understanding the organization's priorities
- Researching and analyzing funding opportunities
- Synthesizing, summarizing key points
- Reading the "fine print"
- Developing budgets and supporting documents
- Responding to funders' requests
- Reporting on time and correctly
- **AND LAST BUT NOT LEAST:**
Writing clearly and concisely



“This is how you do it: you sit down at the keyboard and **you put one word after another until it is done.** It’s that easy and that hard.”

Neil Gaiman, author of short stories, novels, comic books, graphic novels, nonfiction, audio theater, and films



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WRITING TIPS

- Be innovative and creative
- Avoid wordiness
- Know your audience
- Avoid and/or explain jargon and acronyms
your reviewers may not understand
- Do not be redundant
- Use the active voice and be positive
- Stay away from cliches
- Use examples; tell stories



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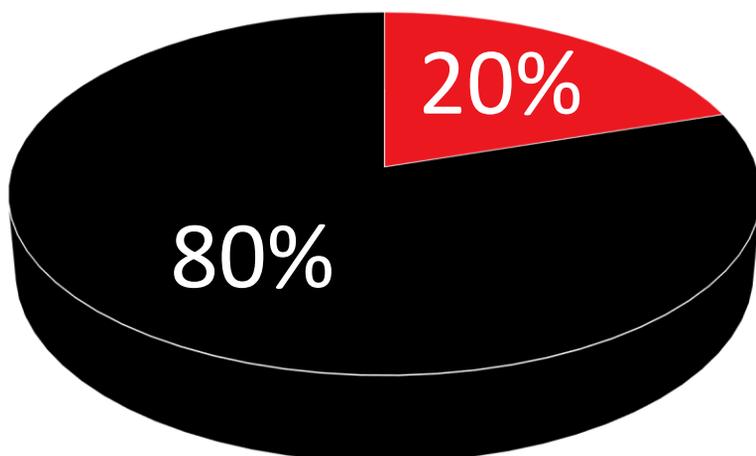


REVIEW AND EDITING

- Don't do it all yourself
- Every detail matters
- Consistency is crucial
- Clarity is essential
- Spell check only finds misspelled words
- Allow plenty of time to incorporate suggested changes
- There is always ONE MORE TYPO! (Ask me how I know)



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Grant
writing is a
misnomer!



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NEEDS/PROBLEM STATEMENT

DEFINE using definitions/descriptions from trusted, authoritative sources.

DESCRIBE how the problem affects your community/region served. Be specific. Paint the whole picture.

SUBSTANTIATE AND COMPARE using data and stories.



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**Focus on community issues,
not your agency's shortfalls
(with some exceptions)**



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Where to find good data (hint: not Wikipedia)

- www.census.gov
- KidsCount (Annie E. Casey Foundation)
- PubMed (medical/behavioral health)
- ERIC clearinghouse (education, social work)
- A Georgia Regional Commission
- State/County Departments: public health, labor, public safety
- Individual Agencies: public safety, emergency response, city, county, school district
- Peer-reviewed journal
- Public Agency
- Trusted source!



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PROGRAM DESCRIPTION/ METHODOLOGY

- What program/project are you implementing?
- What are you doing with the money requested?
- Answer ALL the questions the funder provides:
 - Who?
 - What?
 - When?
 - Where?
 - How?

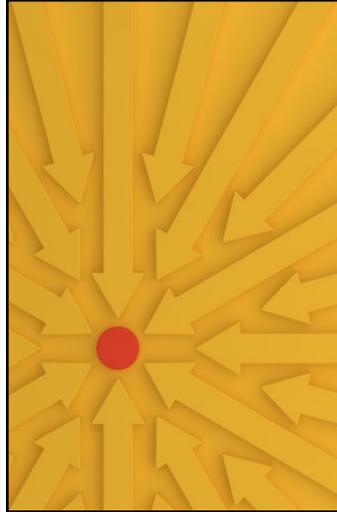


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GOALS & OBJECTIVES

GOALS

- Long-term
- Broad impact
- May be impossible to achieve



OBJECTIVES

- Concrete achievements
- Step by step
- Expect to achieve



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Objectives

Not what you will **DO**, but what will **CHANGE** as a result of what you do.

- Who? Beneficiaries
- What? Change from the conditions described in the Problem Statement; for example, report changes in knowledge, attitude, actions, behaviors, systems
- When? During the funding period
- How Much? Yes, math is involved. But don't just share percentages.
- How Measured? Using tools



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EVALUATION PLAN

DESIGN OF PLAN

- Process/Output – How will you PROVE that you are following the methodology?
- Product/Outcome – How will you PROVE that you achieved your goals and objectives?
- The Work – Internal or External Evaluator?

Evaluation – How It’s Done

DATA COLLECTION

- Quantitative – Hard Data
 - Pre- and post-testing
 - Surveys and questionnaires
 - Interviews
 - Activity logs
 - Case reports
 - Performance reports

DATA COLLECTION, CON’T

- Qualitative – Soft Data
 - Testimonials
 - Anecdotes
 - Success stories
 - Observations

ANALYSIS & REPORTING

- Formative – Planning
- Process – Ongoing
- Summative – Final Summary



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Fundraising HayDay Podcast Episodes

- S1, E15 – What We Learned from Stephen King’s On Writing
- S1, E8 – Getting to Know Your Organization, Community, and Clients
- S3, E4 – Grant Writers, Fundraisers, and Marketers: We’re ALL Storytellers
- S3, E10 – What’s Your Problem? A Needs Assessment Deep Dive
- S4, E3 – Winning Grants: Write a Real Page Turner
- S4, E12 – From Novels to Grants, It’s All Research and Storytelling
- S4, E14 – Earmarks, Quality Data, and Difficult Conversations
- S5, E6 – How To: Goals and Objectives
- S5, E9 – Writing Tight for Character Counts
- S5, E17 – Storytelling: The Power of One
- S5, E19 – Readers Make Better Writers
- S6, E3 – How To: Evaluation
- S6, E5 – Show Me the Data



Find episodes on Apple Podcasts, Spotify, or our website: www.haydayservices.com/podcast/

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QUESTIONS & RESOURCE GUIDE



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Where to find us!

HAYDAY SERVICES

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