

A Guide to Grant Management

Part Two: Preparing Your Application



You have implemented your **Part One: Getting Started** strategies and identified a funding source, but what is the next step? A grant application serves as a tool to tell your story and demonstrate why funders should support your project.

LEARN ABOUT THE TYPICAL COMPONENTS OF A GRANT APPLICATION ALONG WITH TIPS AND TRICKS TO HELP YOU DEVELOP YOUR PROPOSAL:

1. Proposal Summary

The funder may require a proposal summary or abstract to start your application. The summary should be brief and include the key elements of each component of the proposal.



2. Proposal Introduction

The introduction should be informative and highlight the accomplishments of your organization to show credibility. Familiarize the funders with your organization's mission, programs, and constituents.

3. Needs Statement

The needs statement focuses on the community needs your project addresses. Use this section to make a logical connection between your organization's background and the issues you propose to address.

TIP: Provide supporting evidence like case studies, testimonials and/or local, state, and national statistics from reputable sources to demonstrate there is a genuine need in the community.



4. Project Goals and Objectives

A goal is the ultimate result of your project, while objectives are the outcomes that will be achieved through your project. Objectives outlined here can be behavioral, performance-based, a process, or a product.

TIP: Create objectives that are Specific, Measurable, Actionable, Relevant or Realistic, and Time-bound (SMART).



5. Project Methodology and Staffing

In this section, discuss how your organization implements programs and services to achieve your objectives. Provide your evidence-based best practices model to help distinguish your organization from those with similar missions. Typically, funders will request a timeline of your activities along with responsible staff and any milestones or go/no-go points. In this section, you will also describe your collaborative efforts/partnerships.



TIP: Keep one-page versions of staff resumes and bios on file to include as supporting documents for current and future proposals.

6. Evaluation



Ongoing evaluation is needed to determine how effective your project is in reaching its stated objectives. It also provides the information necessary to adjust your project as it progresses.

TIP: Use a mix of quantitative and qualitative measures to demonstrate evaluation data points for your project. For example, number of participants (quantitative) or conducting exit interviews (qualitative).

7. Sustainability Plan

This section describes your roadmap for achieving long-term goals and documents your strategies to continue the program, activities, and partnerships in the future. This section also summarizes your resource development strategy that ensures a diversified funding base with an emphasis on securing unrestricted funds from multiple constituencies.

TIP: Reference your organization's comprehensive fund development plan for the basis of this section.



8. Project Budget



Use this section to outline how the funding will be used for salaries, fringe benefits, travel, and other project-related costs. The level of detail and timeframe may vary depending on the grant type or funder. Funders may also ask you to demonstrate cost share or funding that will be met by other sources.

TIP: Justify each line item through a budget narrative that describes the item's relevance and identifies how a cost estimate was made.

9. Interview or Site Visit

Some funders may request an interview or site visit along with your application. This is an opportunity to give them more hands-on data about your organization and for you to show them your facilities and introduce them to people who will be working on the project.

TIP: Schedule an interview or site visit with the funder even if it is not required.

