



**Grant
Writing
Workshop**

**January
14, 2020**

AGENDA

- 6:00pm – 6:30pm
 - **Proposal Overview**
- 6:30pm – 7:00pm
 - **Reading the RFP**
- 7:00pm – 7:30pm
 - **Writing Narrative & Workplan**
- 7:30pm – 8:00pm
 - **Questions**



We will NOT discuss this RFP – however most of what is shared should help you write your proposal or any future grant proposal.

Community Solutions for Healthy Child Development

Presentation and Slides by Juan Jackson

RFP Sections



Why \$? How Long?	Source of \$ - Issue – Problem - Expectations
Who what when where how	Readers? Board knows? Finance knows?
1. Application Form	Who are we: staff: board: community: resources
2. Program Narrative	Case management – education – mobilization – awareness – support – mentoring – intervention – health – outreach – transactional – home visit – policy
3. Work plan	Program's recipe
4. Evaluation	Source of information – who – costs – participants – relationship to program implementation and change
5. Budget	Narrative – Salaries and Fringe – Fits with program
6. Due Diligence Review & appendix or summary	Accountability – Spend then wait 8 weeks

How to Read the RFP



- 1. Who - how do I get my questions answered?**
- 2. What is the work? What are the goals?**
- 3. Is it new work? “Innovative”**
- 4. Existing work?**
- 5. Planning, needs assessment, gap analysis?**
- 6. How long is the work?**
- 7. Follow the money: How much money? How many awards? For How Many Years?**
- 8. What is scored? How is it scored?**

GRANT WRITING



- A. What percentage of my time should I spend on each section?**
- B. Who are the reviewers? How are they chosen?**
- C. How many grant will be funded at what level?**
- D. What reports are mentioned in RFP**
- E. What are my grant duties if funded: invoices, evaluation, meetings, technical assistance.**
- F. What can I spend money on, what cannot be funded?**
- G. How does evaluation inform my workplan?**
- H. Is collaboration required? Reward?**

Write Your Proposal (Part 1)



- Step 1: Answer the RFP Question
- Step 2: Answer the Reviewer's score sheet question
- Example:
 - Provide a brief overview of the lead organization, including history, mission and major programming, and how your organization has worked to eliminate health disparities and advance racial equity. (2000 word limit.)
 - 12 or fewer word sentences (not counting your name)
 - Do NOT use commas before or after the subject.
 - Start with SUBJECT then VERB then Direct Object. Do you need 2000 words. I write 114 words below.
 - Hennepin County **has** the largest population of any county in Minnesota. [**Overview**]
 - Hennepin County **is** 100 years old. We **have** a billion dollar operating budget. [**History**]
 - Hennepin County **exists** to ensure the health of residents. [**Mission**]
 - Hennepin County **has** six main programs: police, fire, public works, housing, health, and social services. [**Major programming**]
 - Hennepin County **makes** health equity our number 1 goal. We pivot from a county-wide health equity rubric. We support a fifteen-community member health equity advisory board. Hennepin County acts only after determining an action's effect on health equity. [**Eliminate health disparities**]
 - Hennepin County **employs** two racial equity directors who manage our county-wide efforts. [**Racial equity**]

Write Your Proposal (Part 2)



- Hennepin County **has** the largest population of any county in Minnesota. [**Overview**]
- Hennepin County **is** 100 years old. We **have** a billion dollar operating budget. [**History**]
- Hennepin County **exists** to ensure the health of residents. [**Mission**]
 - Hennepin County's overview, history and mission aligns perfectly with Center for Health Equity's mission and values.
- Hennepin County **has** six main programs: police, fire, public works, housing, health, and social services. [**Major programming**]
- Hennepin County **makes** health equity our number 1 goal. We pivot from a county-wide health equity rubric. We support a fifteen community member health equity advisory board. Hennepin County acts only after determining an action's effect on health equity. [**Eliminate health disparities**]
- Hennepin County **employs** two racial equity directors who manage our county-wide efforts. [**Racial equity**]
 - Hennepin County's strong history of working to eliminate health disparities ranks us in the top 100 counties in America.

Criteria		Score (1-5)
1.	a. Lead organization's history, mission and major programming are aligned with and/or complement CHE's mission, values and approaches and EHDl program principles.	
	b. Lead organization shows a strong history of working to eliminate health disparities and advance racial equity.	

Section 2 and 3: Project Narrative and Work Plan (60 points possible)

SCORE		Multiplier	Total
	Geographic area in Minnesota to conduct a skin lightening products public awareness and education project is clearly identified.	.2	
	Identified target population and description of the need for a skin lightening products public awareness and education project.	.8	
	Identified who in the supply chain will be a targeted: Consumer, retailer, supplier, and/or manufacturer.	.5	
	Sufficient detail of the project and how the project enhances awareness and education about skin lightening products over the next two years.	1.5	
	Proposed goals and outcomes of the project align with the scope of the work.	1.5	
	Does the application provide public awareness and education activities that are culturally specific, community-based, and focus on any or all of the following:	No multiplier	

WRITING GRANTS

You Start Writing



- Do you have institutional support?
- Do you have the needed infrastructure?
- When are applications due?
- Can you apply later?
- When are they reviewed?
- Are there budgetary restrictions?
- When do you need the money?
- How much money do you anticipate needing?
- *Key Question: Community?*

Questions to Guide Program Design



- How will the project be staffed?
- Managed?
- How will participants be recruited?
- How will materials be developed/selected?
- How will the project be publicized?
- How will the results be evaluated?
- How will the project be continued after the funding period?
- How are we gonna answer all these questions?

Writing: Narrative



- A good *need statement* addresses the following 5 questions:
 1. What is the *need/problem*?
 2. What are the *causes* of the problem?
 3. What are the *costs* of the problem?
 4. What are *promising strategies* for addressing the problem?
 5. What are the *major barriers* to addressing the problem?

Writing: Project Narrative Components



- **Introduction**
 - Introduces and briefly justifies the approach to be used
 - Clarifies outcomes you hope to achieve
 - Calls attention to distinctive characteristics of your project
- **Approach**
 - Explores the *significance*, *innovation*, and *feasibility* of your approach
 - Defines the scope of your project, why it is timely
 - Describes in detail your collaborators and why they're of value

Plan SMART so Impact Evidence is Easy to Collect



Specific

- What do you want to achieve?
- Where will you focus your efforts?

Measurable

- How do you plan to measure progress toward the goal?
- What is the end result and milestones along the way?

Attainable

- Do you have the resources to achieve the goal?
- What factors might prevent achieving these goals?

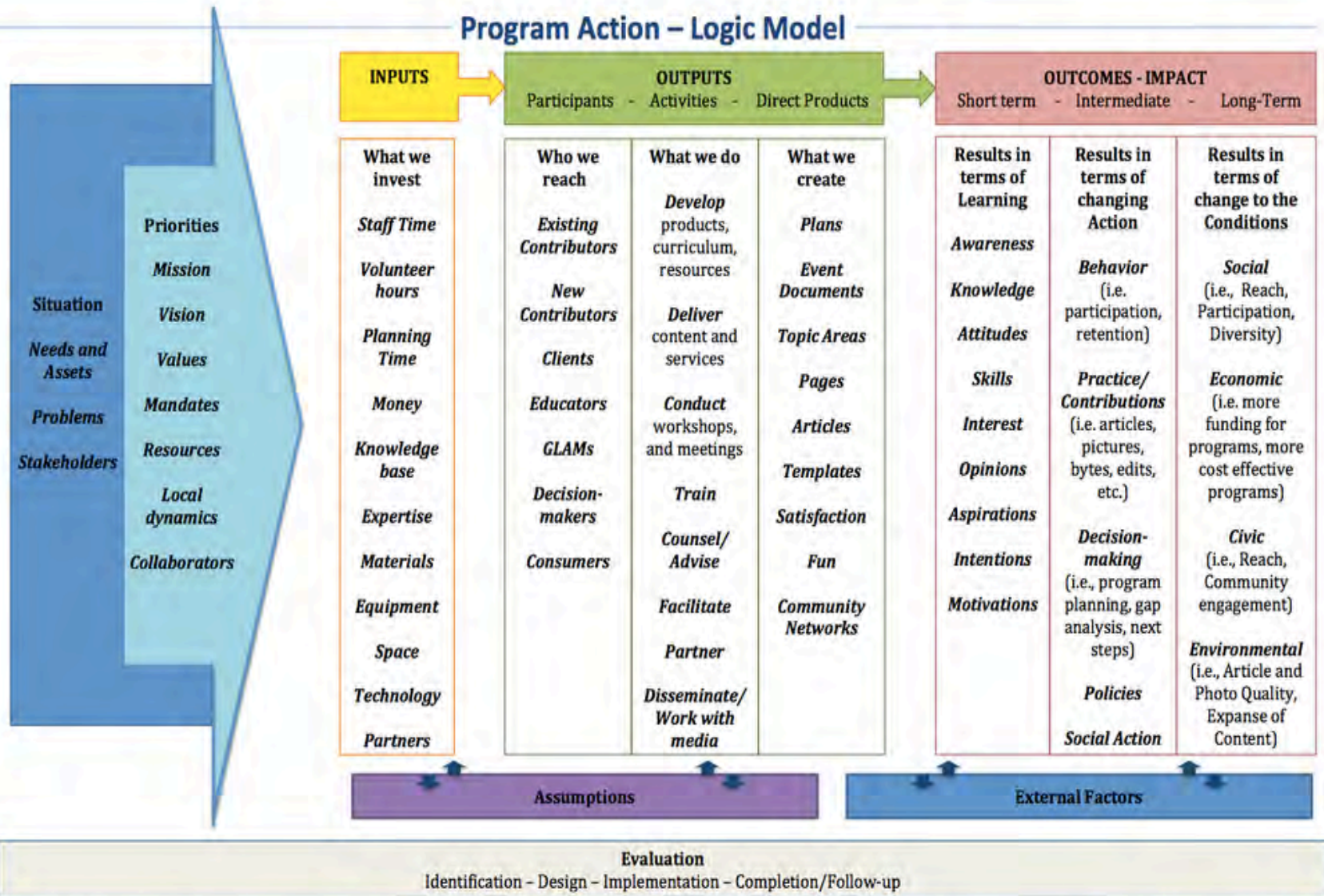
Relevant

- Is this important for your region?
- Does this matter or bring benefit to the region?

Time Framed

- When do you want to achieve your goal?
- What is the target date for accomplishing the goal?

Program Action – Logic Model



Logic Model adapted and modified from UW Extension (2003). Program Development and Evaluation Logic Model. Available at: <http://www.uwex.edu/ces/pdande/evaluation/pdf/LMfront.pdf> (Retrieved 6/22/2013)

Project Work Plan: Objective Examples



- **OBJECTIVE 1:** By February 1, 2019, the community navigator will have contacted 100% of all new mothers Jackson County within five business days to schedule a follow-up appointment.
- **OBJECTIVE 2:** By March 31, 2019, the community navigator will provide 30 uninsured/underinsured news mothers in Jackson County MNSure application help

The Budget (Part 1)



Biggest error: Leaving key items out of the budget. Have you included...

- Wages and fringe benefits?
- Contractual services?
- Indirect costs?
- Capital expenses, if allowed?
- All materials and supplies?
- In-kind contributions?

The Budget (Part 2)



- **The budget should agree with the narrative.**
- **Build in Salary increases**
- **Build in other changes...**
- **No surprises in the budget!**
- **Read the funder's directions.**
- **Be honest as well as realistic.**

Budget: Supplies Justification



1000 folders at a cost of \$1.25 each (\$1250.)

Light, healthy refreshments for 25 small group sessions ($\$100 \times 25 \text{ sessions} = \2500).

Seven Community brunch/lunch education sessions targeting 300 people ($\$10 \text{ per person} \times 300 = \$3,000$).

Appendix



- Financials (audit, financial statements)
- List of board members
- 501c(3) IRS Letter of Determination
- Letters of support
- Letters of commitment
- Key personnel bios or resumes
- Equipment specs

A Good Evaluation Plan



- Covers both process and outcomes
- Tells who will perform the evaluation and how they were chosen
- Defines the criteria by which the program will be evaluated
- Evaluates the achievement of each objective
- Describes data gathering methods
- Explains assessment instruments, questionnaires, and other materials
- Describes data analysis procedures
- Relates evaluation findings to a plan for program improvement
- Describes evaluation reports to be produced