

Grant Writing & Demographic Information

*Understanding and Using
Socio-Economic Demographic Information
to Support Community and Economic Development*
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Introductions

- Name
- Position/affiliation
- Experience writing grants & demographic information that you use

What are your concerns...

...when it comes to applying for grants and using demographic information in that context?

What we'll cover today

- A brief review of things to keep in mind as we use demographic information
- Roles you play in grant writing & the use of demographic information in that context
- The grant writing *process* and your funder as *your partner*
- **Review of proposal components, emphasizing role of demographic information therein**

Learning objectives

- Think about grant funded projects as a *partnership between project coordinator & funder*
- Think about grant writing as a *process that extends through the life of the project*
- Better understand and continue to be thoughtful about where demographic information can be integrated into the grant writing process
- Better understand how demographic information can strengthen proposals and your overall project

Introductory comments

- Focus is on grant writing, with thought to how demographic information can enhance it
- We will talk about types of data that *might* be relevant and where it can be found but will not identify specific data to include as it depends on each proposal
- Thanks to Neil Schwartzbach, Deb Grantham, & Robin Blakely-Armitage
- You have grant writing experience, please chime in

Some things to keep in mind about demographic information

- It is important to use data in context (trends and comparisons to other populations)
- Data has limitations BUT everyone who has access to it shares those limitations – it is what we have, we need to RECOGNIZE those limitations and USE it!

Reference: Drexel University, Demographic Information Online:

<http://www.ipl.org/div/pf/entry/48461>

Roles Extension educators may play in grant writing

- Primary author writing for your program area or project
- Support for CCE Association proposal
- Support for partnering agency
- Pre-submission reviewer
- Reviewer of other proposals
- Others?

The Grant Writing Process and Your Funder as Your Partner

The Grant Writing Process

- Developing a Concept
- Funding announcement (Request For Proposal)
- Your response (the proposal)
- The funder's response (yea or nay and why)
- Project implementation (if yea, then...)
- Project reporting (are you doing/did you do what you said you would do?)

Developing a Concept

- You have an idea
- You look for funders to support it
 - *Don't look for an idea to fund*
- You may need to **tweak it** to meet funders' needs
 - *Don't go too far off track*

Finding the Right Funder

- **Know** your funder
 - Goals
 - Motivations
 - Expectations
 - Funding record
- **Read** the Request For Proposals
- Do a little **background search**
 - Is it possible to look into the demographics of their applicants and grantees...

Writing & Submitting the Proposal:

Establish a Connection

- Provide information **requested**
- **Seek clarity** from funder
- Ask if funders (and friends) to review a draft
- Get it in **on time**
- **Stay in touch with them**
 - E.g.: Ask for confirmation of receipt
 - **Don't be a pest**
 - **Don't ask questions for the sake of asking questions**

Proposal Rejection

- If not funded, **check in with reviewer**
 - What was wrong?
 - What was right?
 - How could it be more competitive in the future?

Proposal Acceptance – Project Implementation

- Fulfill Requirements & Honor Commitments
 - Provide reports **on time**
 - Submit vouchers **as per their requests**
 - **Do what you said you would do** or run change of plans by them
- Again, stay in touch – let them know **they are a partner** in this process
 - Provide Updates
 - Invite them to attend a project event
 - Write thank you notes

Project Evaluation & Reporting

- Know what is **important to you** and what is **important to the funder** in your evaluation process – may not be same
 - If appropriate, reference your baseline data and statistics, have their been changes
- Address **reporting requirements**
- Show money was **well-spent**
- **Submit on time** or work with funder to agree on a new deadline

Questions?

Responding to an RFP

Writing a Proposal

- Commonly Required Components
 - DOs and DON'Ts

The Request for Proposals (RFP)

- Announces availability of funding & **purpose**
- Identifies **granting organization's interests**, helping you to know them
- Prescribes **process** for seeking funding
- Provides **structure** for proposals
- May be complete and detailed; or you may have to dig and extrapolate
- Often refers to **previously funded projects** – excellent examples of successful concepts
 - Sometimes provides data/statistics on applicants and/or grantees....

Commonly Required Components

- Proposal summary
- Introduction of the organization
- Problem statement/Needs assessment
- Objectives
- Methods or design
- Evaluation
- Future funding
- Budget
- Appendices (if allowed)

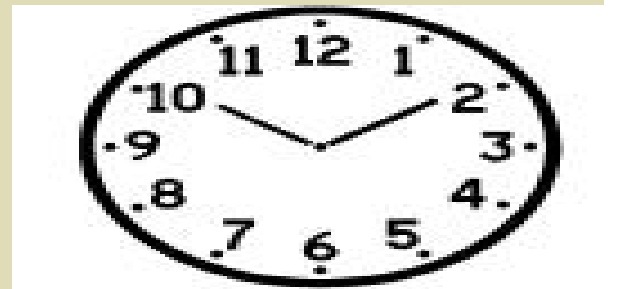
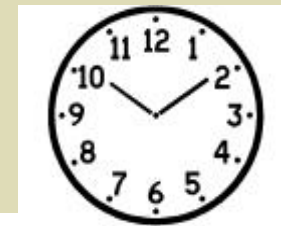
Proposal Summary

- 2 or 3 paragraphs
- Contains **key points** necessary to communicate objectives
- **First** impression
 - Be crisp and clean
 - Don't feel compelled to reference data here
 - Do use it to capture a reviewer's attention

Foundation Center Survey of Program Officers



- **What is the average amount of time that a foundation officer spends reading a proposal?**



Survey of Program Officers, Foundation Center

90 SECONDS



Introduction to Your Organization

- Description of organization: **should be relevant to goals of RFP**, granting organization
- **May** include information about mission of organization, experience/expertise, organization accomplishments
 - The mission and accomplishments may bring in use of some very specific demographic information regarding audiences served

Problem/Opportunity Statement

- Essentially a problem statement that addresses:
 - How does proposed work **fit** philosophy & mission of **organization submitting proposal**?
 - What is **need or opportunity** being addressed?
- Justification of need or opportunity should include:
 - **profile of audience**
 - **documentation of need or opportunity – stats are helpful**
 - **role of those targeted for project** in developing the project.

Problem/Opportunity Statement

- **Clear**, well-documented statement of problem or opportunity to be addressed
- Documentation could be data from secondary data or your own needs assessment
- Example: Documenting use of the farmers' market over several years has shown that, though appreciated and helpful to participants, it is underutilized; increased but targeted marketing can solve the problem; community members will greatly benefit from increased awareness and participation.

Project Objectives

- **Goals** of project: what the proposed work will accomplish
- Objectives: **specific tasks** that will lead to achieving goals; must be verifiable
- **Expected results** and benefits of each objective
- **Relate** project **objectives to** specific criterion of **grant program**

Methods or Design

- **Tasks** that will be completed to achieve objectives
- For some tasks, such as evaluation, **methods will have to be justified**
- Example: will have to do phone or door-to-door survey because it is well documented that the target audience does not respond to written surveys

Other Important Objectives/ Methods & Design Components

- Should include:
 - timetable
 - personnel
- Personnel should include the **qualifications** of those written into the proposal – lack of the right expertise can get your proposal rejected

Project Evaluation

- Evaluation criteria should include **outcomes and how they will be measured**
 - Baseline data and statistics are helpful here
- Example: increased participation in farmers' market might be measured by a counter; how many are visiting it before the targeted marketing; how many after the targeted marketing AND interviews with participants to ask if they are new and how it is impacting them.

Where will you get
this information from?

Future Funding

- Granting organization often wants to know **how program will survive** into future without their funding
- Might include town or other local funding (fee for service) once program is developed and evaluated; program fees is another possibility

Expenses

- Budget: **BE REALISTIC** – an unrealistic budget can get your proposal rejected
- Consider personnel, materials, supplies, communications, travel, evaluation costs
- Don't forget match, indirect costs (overhead)
- Subcontracting: may have administrative costs

Budget

- Follow the **RFP budget outline**, if provided
- Otherwise, detail categories that make sense for your association:
 - Personnel: salaries & benefits
 - Travel
 - Supplies
 - Materials
 - Communications
 - Printing and copying
 - Indirect or overhead costs

Appendices

- Any attachments required or allowed **that will strengthen** your proposal
- Might include:
 - More demographic information about your population, if it would help to make your case
 - Key personnel resumes
 - Letters of support
 - References cited in proposal
 - Conflict of interest and other forms

Letters of Support

- **Check** that they are allowed or required
- If a collaborator receiving funding through the grant, the letter of support is **a statement that the collaborator will do the proposed work** for the requested \$\$
- **Letters from the target audience** may be allowed and may strengthen proposal

Considerations & Conclusions

- Your funder is a partner, one who chooses to fund you because they support your goals, treat them as such throughout the grant writing process
- One of the things a funder looks for is to know *you know* the area you are working in; demographic information is an important part of demonstrating that and is required or can be useful at several points within a proposal
- Combining this partnership approach with solid, fact-based information makes for a stronger proposal and project

Questions?

Grant Writing Resources

Prepared for the Cornell Municipal Clerks Institute
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By Andrea Elmore and Heidi Mouillesseaux-Kunzman



The Catalog of Federal Domestic Assistance: Developing and Writing Grant Proposals

https://www.cfda.gov/downloads/CFDA_writing.pdf

This is a guide to proposal development from the perspective of the federal government. It breaks the grant writing process into two parts, developing a concept and writing a proposal.

Municipal Research and Services Center of Washington

<http://www.mrsc.org/subjects/finance/grants/grants.aspx>

Although this guide is targeted to municipalities in Washington State, it contains several links about grant writing relevant to members of local governments in all states.

10 Tips for Creative Grants Development for Municipalities

<http://www.njslom.org/documents/TenTips.pdf>

Nancy F. McKenzie, PhD, President of Transtext Consulting, provides ten tips to help municipalities and community-based organizations "research and craft convincing and effective proposals."

Thank you!!!

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