

# The Grant Process

Office of Grant Management  
City of Brownsville  
2012

# The Grant Process

The grant process is much more than identifying a funding source and writing a proposal.



# The Grant Process

## Plan to Succeed

- ▶ Rule #1: Believe that someone **wants** to give you the money!
- ▶ Project your organization into the future.
- ▶ Start with the end in mind...look at your organization's big picture. Who are you? What are your strengths and priorities?
- ▶ Create a plan not just a proposal.
- ▶ Do your homework: Research prospective funders. Search
- ▶ locally first. Target funding sources that have interest in your organization and program.

# The Grant Process

If you need the money now,  
you have started  
too late.



# The Grant Process

## Use Your Resources

- ▶ Make your plan known and gain support
- ▶ Discuss your plan with the grant with all stakeholders
- ▶ Prepare your proposal well before the deadline. **Do not rush!**
- ▶ Have your proposal objectively reviewed
- ▶ Awarded or not – review and improve

# The Grant Process

## Manage the Grant

- ▶ Create a timeline and budget
- ▶ Set up an accounting structure
- ▶ Utilize a status sheet
- ▶ Document the progress (collect drafts, pictures, etc.)
- ▶ Address requirements and deadlines

# The Grant Process

## Set Goals and Evaluate Them

- ▶ What are the goals of your project?
- ▶ How do they help your organization achieve its mission?
- ▶ Develop SMART objectives  
SMART = Specific, Measurable, Achievable, Realistic, and Timely
- ▶ Develop a method to track the measures
- ▶ Link the results to the objectives
- ▶ Were the objectives met? Why or why not?

# The Application Process

- ▶ There are always guidelines
- ▶ Different funders have different kinds of applications
- ▶ Budget forms are all different
- ▶ All grants have a Project Manager/Administrator representing the funding agency
- ▶ Read everything and follow the directions
- ▶ Be patient with the application
- ▶ Every grant has a review committee
- ▶ Only send what is required
- ▶ Be patient for your outcome



# The Application Process

- ▶ If you are not funded, read any feedback provided and don't
- ▶ take comments personally, it's a competitive process
- ▶ If you are funded, read all requirements, submit any required
- ▶ documentation, and remember the process is not over
- ▶ Be patient for payment

# The Application Process

- ▶ If the project shifts, please notify your grant administrator
- ▶ Complete any mid or final reports
- ▶ Be patient with the funder with any final requirements

# Tips for Writing a Proposal



# Tips for Writing a Proposal

## Community

- ▶ Do you know your community?
- ▶ What is your audience?
- ▶ What needs are in your community?
- ▶ Does your community know you?

# Tips for Writing a Proposal

## Community

- ▶ How to learn about your community:
  - **Informal Processes**
  - **Formal Processes**

# Tips for Writing a Proposal

## Institution

- ▶ Do you know who you are?
  - Institution Type
  - Institution Mission
  - Scope of Current Services

# Tips for Writing a Proposal

## Success

- ▶ What does it mean to be successful?
- ▶ How do you measure that success?



# Tips for Writing a Proposal

## Planning

- ▶ Putting the pieces together:
  - Partners/Collaborators: what can they offer?
  - Who, What, When, Why and How
  - Logistics



# Tips for Writing a Proposal

## Activities

### ► Executing the Process:

- What experience are you giving to your audience?
- Will this activity help you measure your success?

# Outcome Based Evaluation

## ► What are Outcomes?

- Outcomes are achievements or changes in the target audience's:
  - Skill
  - Knowledge
  - Behavior
  - Attitude
  - Status
  - Life Condition

# Outcome Based Evaluation

## ► Why measure Outcomes?

- Know if your project met its purpose
- Improve/create programs and events
- Guide management & institutional planning (staffing & training)
- Communicate program & institutional impact
- Help tell your story
- Help get your funding
- Satisfy funder's need to know

# Outcome Based Evaluation

## ► Evaluation

- The evaluation methods should measure the success of the activities to bring about the desired change.
- Incorporate the evaluation throughout the project, not just as an add-on at the end.
- Evaluation early and often!

# Outcome Based Evaluation

## Types of Evaluation

- ▶ How will you evaluate each activity to determine whether it helped you get to the desired outcome?
  - Pre-, mid- and post-tests
  - User surveys
  - Completing tasks
  - Testing prototypes
  - Visitor surveys
  - Observation
  - Focus Groups
  - Attendance statistics

# Outcome Based Evaluation

- ▶ **How will you benefit from Outcome Based Evaluation?**
  - Share with other staff
  - Planning tool for organization
  - Advocacy tool for yourself
  - Evaluation proves that success is more than just completing the project!

# Outcome Based Evaluation

- ▶ **What can Outcome Based Evaluation do for my grant writing?**
  - Write clear, concise, measurable outcomes.
  - Remember, outcomes lead to changes in people, not organizations.
  - Activities (and/or products) must be tied to outcomes.
  - Determine method of evaluation.
  - Write a final report!

# SWOT Analysis

## SWOT Analysis

- S – Strengths
- W – Weaknesses
- O – Opportunities
- T – Threats