

# Keys to Effective Grant Writing

**Craft a compelling story** – Think of how you can paint a word picture of your project such that even people outside of your community can see the value.

**Cultivate potential funders** – Call and talk to them. They want to give their money away, let them have no choice but to make it you. Find out what organization or foundation the funder usually partners with.

**Rock the application** – Make that connection and use it. Tailor your resume to the funder, complete the application well ahead of time, and get it proofread by the funding organizations if possible (See above).

## The Grant Readiness Continuum

**Before sending the application:**

- ✓ Has the project been clearly identified?
- ✓ Can the lead organization implement and complete the project?
- ✓ Has a budget been approved?
- ✓ Has funding been committed to the potential project?
- ✓ Have funding programs or organizations been identified for the potential project?
- ✓ Is the community aware and supportive of the potential project?

## Create Strong Project Outlines

Before you begin looking for funders, write a project resume which includes:

1. **Compelling project name** – think an excel box, short and sweet
2. **Envisioned outcomes** – what are the anticipated results and benefits?
3. **Project description** – what is the intent? How will it be delivered?
4. **Motivation and rationale** – Why this project? Why now?
5. **Capacity to deliver** – What skills will the organization be bringing to the table to ensure this project moves through to fruition?
6. **Key project partners** – Who else will come to the table to work collaboratively with the organization and what is their “capacity to deliver”?
7. **Timelines** – How long will the project take? What is the anticipated unfolding time?
  - ★ *Remember to keep this in mind when cultivating funders – Will you get the money in time? Should you seek a new funder or adjust the timeline?*
8. **Preliminary budget** – What are the anticipated costs? Including estimates
9. **Funding already confirmed** – What financial contributions have been confirmed in writing to date?
  - ★ *Commit organizational money to the project – it demonstrates that you are invested in the outcomes.*
10. **Potential funding sources** – What funding organizations have been identified as having potential to fit with the project?

**Celebrate Success!**