

**MENTORING NEW
GRANTWRITERS
AND
NONPROFIT GRANT SEEKERS**

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**“IF YOU THINK THIS HAS A
HAPPY ENDING, YOU HAVEN’T
BEEN PAYING ATTENTION.”—
RAMSAY SNOW.**

GRANT WRITING MYTHS

- Myth 1. Grants are for things.
- Myth 2. Grants are free money.
- Myth 3. Grant writing requires knowledge of special words and terms.
- Myth 4. Grants should be developed and written by a grant writer because they know what the funder wants to read.
- Myth 5. Grants are only awarded to people with connections.
- Myth 6. Anyone can get a grant.

GRANT WRITER

A Grant Professional Profile



Writes 1 - 50 grant proposals per year

Has earned a Graduate or Professional Degree

Avg. Salary \$63,051

Manages up to 50 grant awards per year

Works in Urban Area

Works Full Time in a Nonprofit or Government



This data is compiled from the 2018 Grant Professionals Association's Salary and Benefits Survey. The survey was distributed to grant proposal developers, grant managers, grant coordinators, and more. To purchase your copy of the complete salary and benefit results, visit www.grantprofessionals.org.



LET'S TALK SALARY



“Who is a Typical Consultant?”

- Charges \$82.61 per hour as a full-time consultant and \$79.48 per hour as a part-time consultant.
- States that s/he has a funding success rate of 51%-75%

2018 Consultant Salary & Benefits Survey Results – GPA

“Who is a typical grant professional?”

- Earns \$63,051 per year as a full-time employee and with an option to receive health insurance through their employer (92.8%)
- Writes 1-50 grant proposals and/or manages 1-50 grants per year
- States that s/he has a funding success rate of 55.6%

2018 Salary and Benefit Survey Results - GPA



**“YOU KNOW ALL THAT FROM STARING
AT MARKS ON PAPER?
YOU’RE LIKE — A WIZARD!”**

**GILLY, ENCOUNTERING WRITTEN WORDS FOR
THE FIRST TIME**



HOW TO TELL IF YOU OR A CLIENT IS GRANT READY: 4 Red Flags

- There are no other fundraising plans/missing financial documents
- There are few or no program details
- The client (or you) have a weak board of directors
- There is mission shift or creep

HIRING A GRANT WRITER/APPLYING FOR A GRANT: ARE YOU READY?



- **Are you established as a 501(c)(3) tax exempt organization?**
- **Do you have an established board of directors and can you provide a list with their affiliations? Does your board reflect the diversity of your organization's clientele?**
- **Do you have an approved organizational budget?**
- **Have you filed an IRS Form 990 and/or do you have a current audit?**
- **Can you demonstrate a proven need that your organization uniquely addresses?**
- **Have you considered whether community events, service fees, membership fees, or other fundraising activities would be more appropriate to fulfill your needs?**

HIRING A GRANT WRITER/APPLYING FOR A GRANT: ARE YOU READY?



- **Is anyone else providing the same services/activities?**
- **Why is it necessary for your organization to provide these services?**
- **If appropriate, have you established relationships or collaborations with other relevant organizations to share resources and to avoid duplicating services?**
- **Can you demonstrate/measure the success of your project? Are your objectives S.M.A.R.T?**
(Specific, Measurable, Achievable, Relevant, Time-Oriented)

HIRING A GRANT WRITER/APPLYING FOR A GRANT: ARE YOU READY?



- **Do you know what you want funding for and exactly how it will be used?**
- **Are you and/or your staff prepared to allocate time to participate in the grant planning/development process?**
- **Does your organization have the capacity (financial and human capital) to implement the proposed project or activities if funding is awarded? Is a match required (cash or inkind)?**
- **Is your project sustainable? Can you articulate how the project will continue after the grant period ends?**



GRANT READINESS CHECKLIST

Brochures

Copies of the IRS Tax Exemption Letter

Listing of the board of directors and their professional affiliations

Current Financial Statements, 990 and audit

Newsletters

Current Strategic Plan

Articles of Incorporation and By-laws

Current Organizational Budget

Resumes for current key staff

Annual Report

Publicity received by the organization

EXAMPLE: ACTUAL REQUIREMENTS

In addition to the typical docs (Mission Statement, 501 C 3, Board of Directors, Strategic Plan, Resumes etc., one funder requested:

- A facilities usage plan
- Cyclical Maintenance plan
- Strategic plan for the museum
- A resolution from the governing board
- Documentation of match in hand 40% for up to \$150,000 and 50% for \$150,001 - \$750,000 - account statements of letters of commitment showing the amount of available funds
- Documentation of match expended [up to 25% of the needed match]
- Resumes/credentials of proposed or selected **consultants** showing relevant related work
- Year-to-date balance sheet showing income and expenses AND prior year's summary balance sheet
- Letters of support (not templated)
- Documentation of community support (press, flyers, etc.)
- Photos showing the overall structure and details



RECAP: HIRING PROSPECTIVE GRANT WRITERS

- Define the project or program you want to get funded.
- Developed the essence of your “Need Statement.”
- Identify the prospective project or program.
- Understand the grant writer will need to work **CLOSELY** with you.
- Provide **ALL** of the documents on the Grant Readiness Checklist.

GRANT WRITERS' HAPPY HOUR

Words that make us cringe

Innovation

Sustainability

Challenge. Difficulty. Barriers. (separate questions)

250 **characters** or less give a detailed description of your proposed program

Explain how you will end homelessness (poverty, discrimination, gaps, etc.)

“Will not fund operating costs”

Can you get this proposal to me next week?

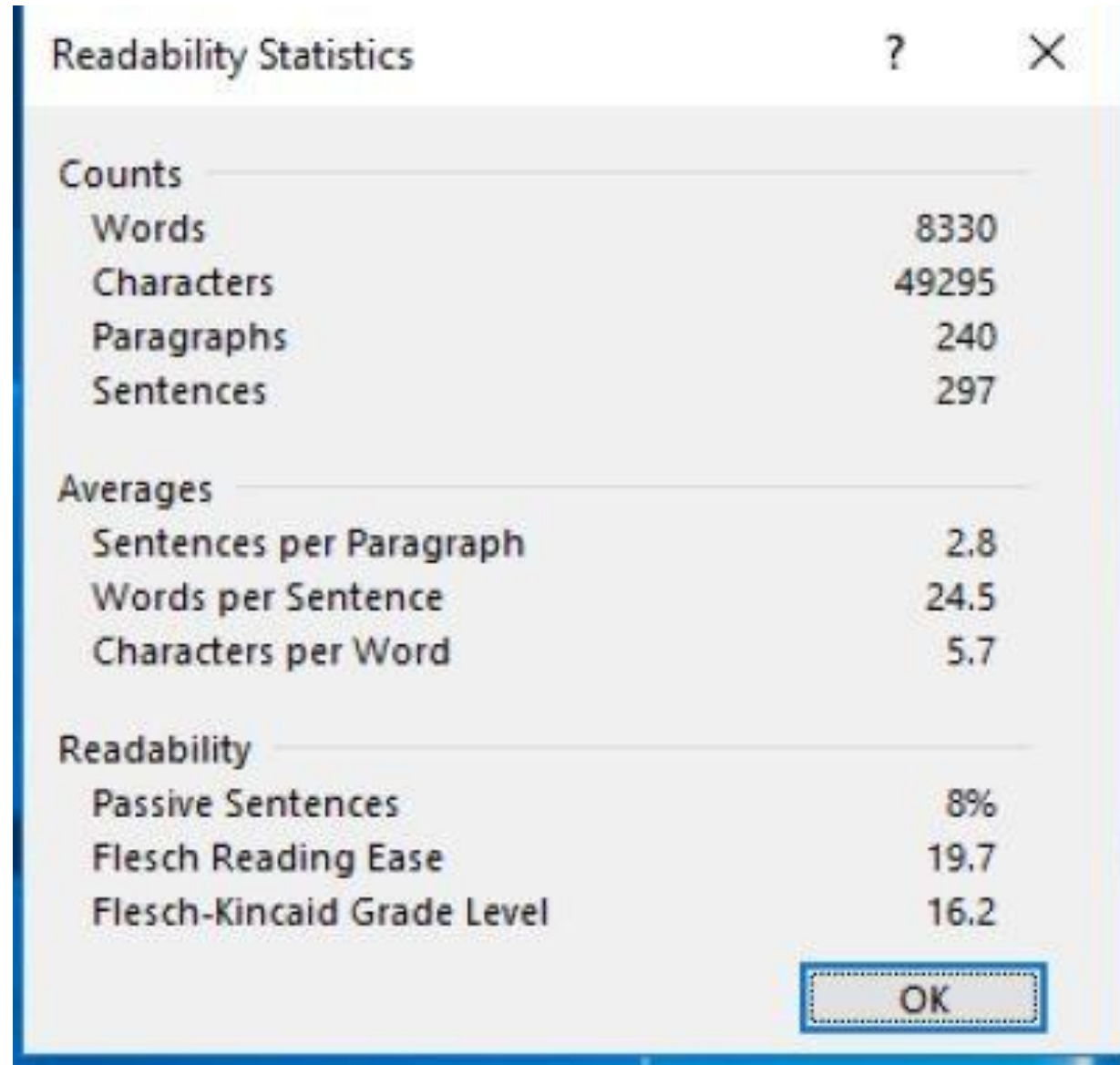
“If you’re applying for a renewal, please provide us with these tracking and performance metrics which we did not ask for any time in last year’s reporting.”

Logic. Model. Template.



Nonprofit Happy Hour

ABOUT THOSE CHARACTER COUNTS



The image shows a 'Readability Statistics' dialog box with a title bar containing a question mark and a close button. The dialog is divided into three sections: 'Counts', 'Averages', and 'Readability'. Each section contains a list of metrics and their corresponding values. An 'OK' button is located at the bottom right of the dialog.

Counts	
Words	8330
Characters	49295
Paragraphs	240
Sentences	297

Averages	
Sentences per Paragraph	2.8
Words per Sentence	24.5
Characters per Word	5.7

Readability	
Passive Sentences	8%
Flesch Reading Ease	19.7
Flesch-Kincaid Grade Level	16.2

OK

KEEP IT SIMPLE

Over the last 20 years, participants in Iowa Jobs for America's Graduates have a 95% graduation rate. (17 words/102 characters)

Over the last 20 years, our participants have a 95% graduation rate and 80% are employed 12 months later. (19 words/105 characters)

Iowa Jobs for America's Graduates leadership believes... (7 words/55 characters); The organization's leadership believes...(4 words/38 characters);

iJAG's leadership believes... (3 words/26 characters)

We believe... (2 words/10 characters)

Trace Hoekstra, Owner, Kitchen Sink Communications



NAF, GPA, and GrantAdvisor Team Up to Launch Fundr, a Tinder-like App to Match Nonprofits and Foundations

[16 Comments](#)



Hi everyone, I have super exciting news. As some of you know, for the past year, I have been on the Leadership Panel of [GrantAdvisor.org](#), which is basically a TripAdvisor-type site where nonprofits can anonymously provide feedback about funders. So far the site has had over 1700 reviews of nearly 600 foundations across the US. This is a great way for foundations to get honest feedback, and for nonprofits to be able to help one another out. It

FUNDR IS A FAKE TINDER-LIKE APP THAT MATCHES FOUNDATIONS AND NONPROFITS BASED ON KEY SHARED INTERESTS.

NONPROFITAF, GRANTADVISOR, AND THE GRANT PROFESSIONALS ASSOCIATION

QUESTIONS? CONTACT US:

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