



Winning Proposals: Understanding the Basics of Federal and Foundation Grants

July 18th, 2013
1:00PM EDT

Introduction

Questions: Please use the Q&A pod located at the bottom of your screen

Audio: Participants can choose to use the microphone and speaker capabilities through their computer or phone. Please call into the telephone conference line if you'd like to use the audio through your phone.

+(877) 273-4202; Access Code: 4705008

Audio problems: Please email amoynihn@hanoverresearch.com or call (434) 220-1687.

Recording: All webinar registrants will be emailed a link to access the recorded webinar and additional materials.

Background on Hanover Research

Global research and grant development firm
headquartered in Washington, DC



We provide solutions to:

- Higher Education
- K-12
- Healthcare Organizations
- Hospitals
- Municipalities
- Non-profits

Background on Hanover Research

Our full-cycle proposal development solutions were developed to enable increased competitiveness and results for our partners. They include:

Capacity Building and Pre-Proposal

- RFP analysis
- Relationship building strategies
- Grants calendar for specific grant makers
- Funder overview/analysis
- Funding prospect research
- Grants capabilities assessment survey and analysis
- Grantseeking strategy memo

Proposal Development

- Mission critical proposal review
- LOI production
- Comprehensive proposal review/critique
- Concept paper development
- Program/research design consulting
- Proposal rewriting
- Foundation proposal production
- Federal proposal production

Post Award

- Foundation grant outcomes reporting
- Multiyear comparative data analysis
- Grant application renewal review
- Proposal rewriting and resubmission
- Quantitative and qualitative program evaluation
- Grant evaluation

Outline and Format

Outline

During today's webinar, we will cover the following topics:

An introduction to grant proposals

How to get to know funders

Elements of project planning

Format

During each of the topics above, we will hear from:

- Bryan DeBusk (Federal)
- Kristina Weaver (Foundation)

Presenter- Bryan DeBusk, PhD



Bryan DeBusk, PhD, GPC draws from his experience in academia and the laboratory to assist partners in pursuing federal and private funding. He works with higher education and healthcare partners to develop evidence-based programs and refine innovative research ideas that are both competitive in peer review and manageable in practice.

Presenter- Kristina Weaver, PhD



Kristina Weaver, PhD brings a multidisciplinary and cross-sector background to her work with nonprofits. Aware that foundations and government agencies are looking to invest in solutions that will advance their own social missions, Kristina works with partners to craft compelling, competitive stories that align worthy programs with funders' priorities.

An Introduction to Grant Proposals



An Introduction to Grant Proposals (Federal)

Overview of Federal funding

- Number of agencies and programs
- Annual expenditures
- Trends



An Introduction to Grant Proposals (Federal)



What do Federal grants programs fund?

- Research
- Programs
- Rarely large equipment or construction



What do Federal grants programs not fund?

- General operations
- For-profit activities (with some notable exceptions)

An Introduction to Grant Proposals (Federal)

Solicited vs. Unsolicited Proposals

- Overview of types of calls for proposals
- Differences between open calls and proscribed programs



Who makes funding decisions?

- Reviewers
- Agency organization and funding process

An Introduction to Grant Proposals (Federal)

Funding Rates and Timelines

- Overview of rates by agency
- Overview of timelines by agency



An Introduction to Grant Proposals (Foundations)

What does a Foundation fund?

- Project or program support vs. general operating support
- One year vs. multi-year funding
- Local vs. national foundation



Ford Foundation



An Introduction to Grant Proposals (Foundations)

What does a Foundation look for?

- Alignment with eligibility criteria and funding priorities
- Reputable organization
- Clear, realistic, and sustainable plan
- Opportunity for impact
- Opportunity for recognition

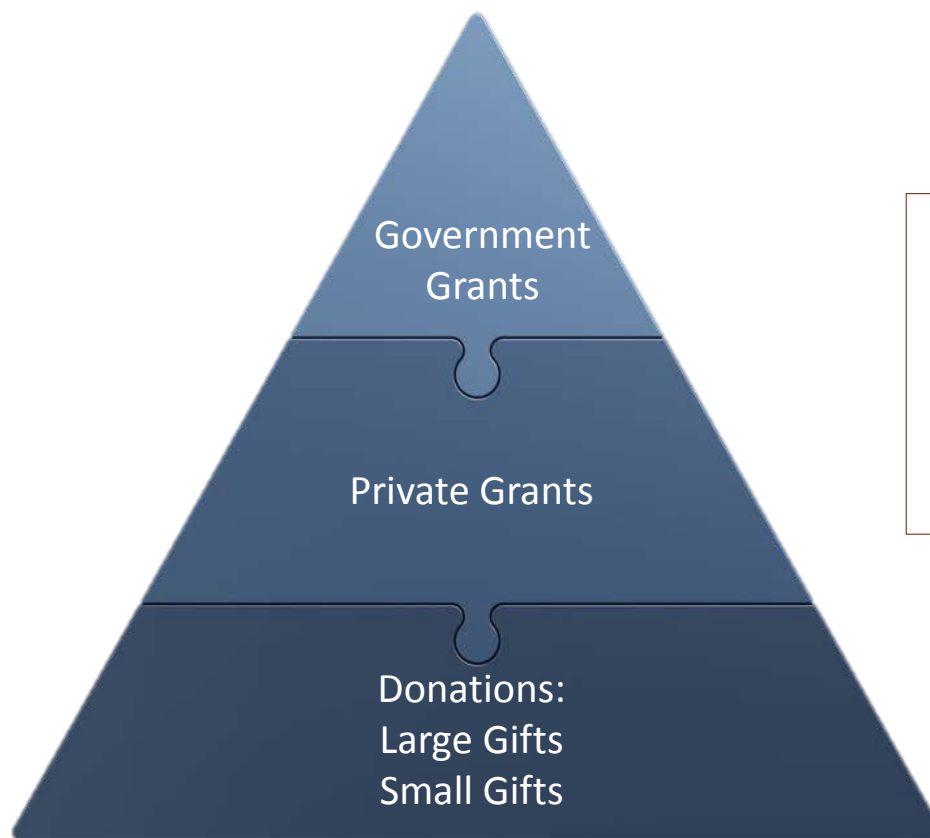


Ford Foundation



An Introduction to Grant Proposals (Foundations)

Where do **Foundation Grants** fit in your **fundraising strategy**?



*Expect to wait **6 – 12 months** from initial contact to award.*

An Introduction to Grant Proposals (Foundations)

Grant writing is just one aspect of effective grantseeking.

Equally important are research, communication, and planning.



Ford Foundation



How to Get to Know Funders (Federal)

Finding opportunities using Grants.gov and agency sites



Reading an RFP

- Overview of the opportunity
- Eligibility
- Deadline
- Award characteristics
- Proposal requirements



How to Get to Know Funders (Federal)

Agency-specific grant proposal guidelines

Communicating with program officers

E-mail



Phone



In Person



How to Get to Know Funders (Foundations)

Prior to submission

Research first!

- Foundation guidelines and giving history
- Foundation outreach - prepare questions and Concept Paper in advance
- What about Board communication?



After submission

- Call to confirm receipt and review process
- Offer updates of significant events

How to Get to Know Funders (Foundations)



If awarded: Stewarding the partnership

- Thank the Foundation if awarded
- Meet all progress reports
- Invite to major events



Ford Foundation



If declined: Looking ahead with persistence

- Most Foundations fund only 5-10% of proposals received
- Most Foundations will review a resubmission



Elements of Project Planning



Elements of Project Planning (Federal)

Chasing Money vs. Strategic Grant Seeking

Overview of research projects

- Working within budgetary limitations
- Aligning research with agency missions
- Making a case for the value of the work
- Preliminary data
- Providing sufficient detail for peer review



Elements of Project Planning (Federal)

Overview of programs

- Using data to demonstrate need
- Engaging stakeholders
- Obtaining institutional support and staff buy-in
- Program design:



- ✓ Identifying best practices
- ✓ Designing a program that meets your needs and matches the scope and mission of the funding program / agency
- ✓ Developing goals, objectives, and activities
- ✓ Filling in the details
- ✓ Program management
- ✓ Identifying expected outcomes
- ✓ Selecting relevant measures and developing an evaluation plan (formative vs. summative)

- Budget
- Timeline

Elements of Project Planning (Foundations)

Preparing your Project Concept

- Provide Context
- Demonstrate Need
- Project Design:
 - How will the project be structured and implemented?
 - Have stakeholders been consulted in planning the design?
 - How will it be staffed?
 - With whom will you collaborate?
- Demonstrating Impact:
 - SMART goals
 - Diversified evaluation strategy



Ford Foundation



CORPORATION
of NEW YORK



Elements of Project Planning (Foundations)

Incentives for Foundations

- Return on investment
- Model replication



Q&A



Web: www.hanoverresearch.com

E-mail: info@hanoverresearch.com

Phone: 202.559.0050

Thank You

Thank you for participating in this Hanover Research webinar. A link to the recording of this webinar and a post-webinar brief will be emailed to you.



www.hanoverresearch.com P 202.559.0050 E info@hanoverresearch.com