Grant Writing for Sailing Programs
Basic Principles of Success

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Before launching a fundraising effort….

Each organization should develop answers to the following questions.

1. Why is the mission of your organization important?
2. What is the problem your organization is trying to address?
3. What is your organization's theory of change?
4. How much change/impact occurs through the services your organization delivers?
5. Why do YOU support this cause?
6. Why should others support this cause?

A Fundraising Plan is KEY

Informed by a thoughtful process, the plan should outline the resources/tools/materials required and set

- Critical to have a clear picture of where you are going and how to get there
- Sets the direction and identifies opportunities to pursue.
- Defines specific and measurable goals to measure progress against
- Allows decisions to be made based on the long-term need and vision
- Ensures that key leadership, staff, and board are on the same page
- Guides ongoing decision making, resource allocation, and organization-wide management

Areas of Fundraising

✓Individual Support
  ✓Board
  ✓Major Donors
  ✓General Donations

✓Corporate Support

✓Foundation Support

✓Events

Foundation Support

- Instrumental in pressuring nonprofits to define with greater clarity their missions, goals, outcomes
- Divorced from the emotion of giving
- Arms-length relationship with grantees and applicants
- Focus - goals & outcomes, sustainability, board participation
- Primary contacts - executive and/or program officer
- Structured application process

Key Principles

- A fundamental element is relationship building with funding sources

- Grants are essential to expanding program/project resources

- Most grants are awarded on a competitive basis

- Grant providers NEED to give their grants out

- If you write a great application that meets the aims and objectives of that program – you are doing them a favor.

There are hundreds of grant programs out there.

- Show the grant funding body why your project is perfect for their grant program.

- Know who you are talking to; what other projects has that grant provider funded?

- Tip: If you need to fundamentally change your project to suit the grant provider, it is the wrong grant program for you. Leave it for another time or grant program.

Why should you apply for Grants?

Grants enable you to:

- – Effect change

- – Build community capacity

- – Purchase things for your community

- – Create opportunities for people

- – Do what you need to do

What the Funder Is Seeking

- What is the community need being addressed? What would an improved community situation
- look like?
- What can your organization do to improve the situation?
- How will your project document its success?
- How much will the project cost?
- How will the project be funded in the future?

Build A System For Grant Writing

- Research methods, frequency of updates
- Identification of research criteria, thoroughness and
- creativity
- Methods of prioritization for application
- Means of establishing and maintaining relationships
- Review of application drafts
- Review of awards, analysis of reasons for awards and
- declines
- Evaluation and reporting systems
- Identify new potential funders, if appropriate

Researching Potential Funders

- Make initial contact
  - Phone call
  - Letter of inquiry or intent

- Relationship building
  - Who do you know?
  - Shop your ideas with funders

- Make collaborative efforts
  - Work with other organizations
  - Work with partners

- Document need
  - Gather statistics
  - Gather focus groups, conduct surveys, collect anecdotal data

- Document leverage
  - Letters of Commitment
  - Memoranda of Understanding

Before You Write the Grant Proposal

- Obtain grant proposal guidelines
- Review eligibility requirements
- Identify match/leveraging requirements
- Know the submission deadline
- Determine personnel needs
- Other administrative requirements

Key Elements of a Grant Proposal

- Cover letter
- Title page
- Summary/Abstract
- Introduction
- Needs assessment
- Goals and objectives
- Project description

- Future plans/Capacity building
- Facilities and Equipment
- Staffing & Administration
- Timetable
- Evaluation method
- Budget
- Corporate resumé

Qualities of a Good Grant Proposal

It's clear!

It's precise!

It's persuasive!

What not to do!

- **Diminish Credibility**
  - Failing to address criteria
  - Abstract, problem statement, budget disconnect
  - Failing to address assessment and administration
  - Including extraneous information

- **Disturb/Irritate**
  - Spelling errors
  - Overusing technical terms
  - Using acronyms
- **Confuse**
  - Writing overly complex sentences
  - Failing to attend to paragraph coherence issues
  - Using passive voice
  - Including non-parallel lists

Remember!

When applying for grants, remember to think in the shoes of the grant provider:

- *What is the priority of that organization/agency?*
- *How does your project fit with those priorities?*
- *What are some examples of projects they have previously funded?*
- *Does that provider prefer 'soft' or 'hard' project outputs?*

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- *Is the amount you are asking for within the realm of the provider? - upper & lower limits, percentage of project cost.*

- *Target and tailor your application accordingly.*

- *Never ever just change the names of the grant providers when applying for multiple grants simultaneously.*

- *Your application is not all about you! It's also about your grant provider!*

QUESTIONS?

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