

Grant Applications 101

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The competitive nature of grant applications

- Many funders fund less than half of the proposals received
- Reasons for this
 - Available funding
 - Requests not within funder's interests
 - Applicant did not follow guidelines



Before starting an application

- Make sure to check the eligibility criteria! Funders won't read your application if you don't meet the criteria.
- Do your homework and read the instructions carefully. Funders prioritize different things and some are very specific about what they want to see in proposals. Even repeat supporters may change their process or priorities.



Components of a grant proposal

- Mission & Issue
- Governance & Management
- Strategic Planning
- Project Budget
- Population Served
- Partnerships



Mission & Issue

- Who does the organization serve?
- What does the organization do?
- Where and when does it provide services?
- Why does it exist?
- How is the work accomplished?



Governance & Management

- Who serves on the board of directors?
- Is the board composition reflective of the community served?
- Do all board members contribute financially to the organization?



Staff & Volunteers

- Is the staff capable and experienced?
- Is the staff composition reflective of the community served?
- How are volunteers recruited, screened, trained, supported and retained?
- Are there current, written job descriptions for staff and volunteers?



Strategic Plan

- Does the organization have a current, relevant strategic plan?
- Is it measurable and does it include SMART outcomes?
- Does the plan include action items, a timeline and responsible parties?



Project Budget

- What would the resource allocation be for this project?
- Is the budget backed by research?
- How much of overall organization budget is this project?
- Any additional funding sources for this project?



Population Served

- Who does the organization seek to serve?
- Who does it actually serve?
- Other details about target population in relation to your geographic location?



Partnerships

- Who are the organization's partners?
- What kind of partnerships are in place?
- How long have they been in place?
- What do they entail?



General Proposal Writing Tips

- Be concise
- Use sub headers if the proposal is open-ended
- Give examples that clarify impact
- Proofread and make sure your numbers add up
- Call/email the funder with questions if the funder accepts questions



Additional Resources

- Community Foundation's Best Practices in Nonprofit Management: cfgreateratlanta.org/nonprofits/nonprofit-resources/best-practices/
- Neighborhood Nexus: neighborhoodnexus.org
- GrantSpace: grantspace.org
- Issuelab: issuelab.org



Thank you!



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