



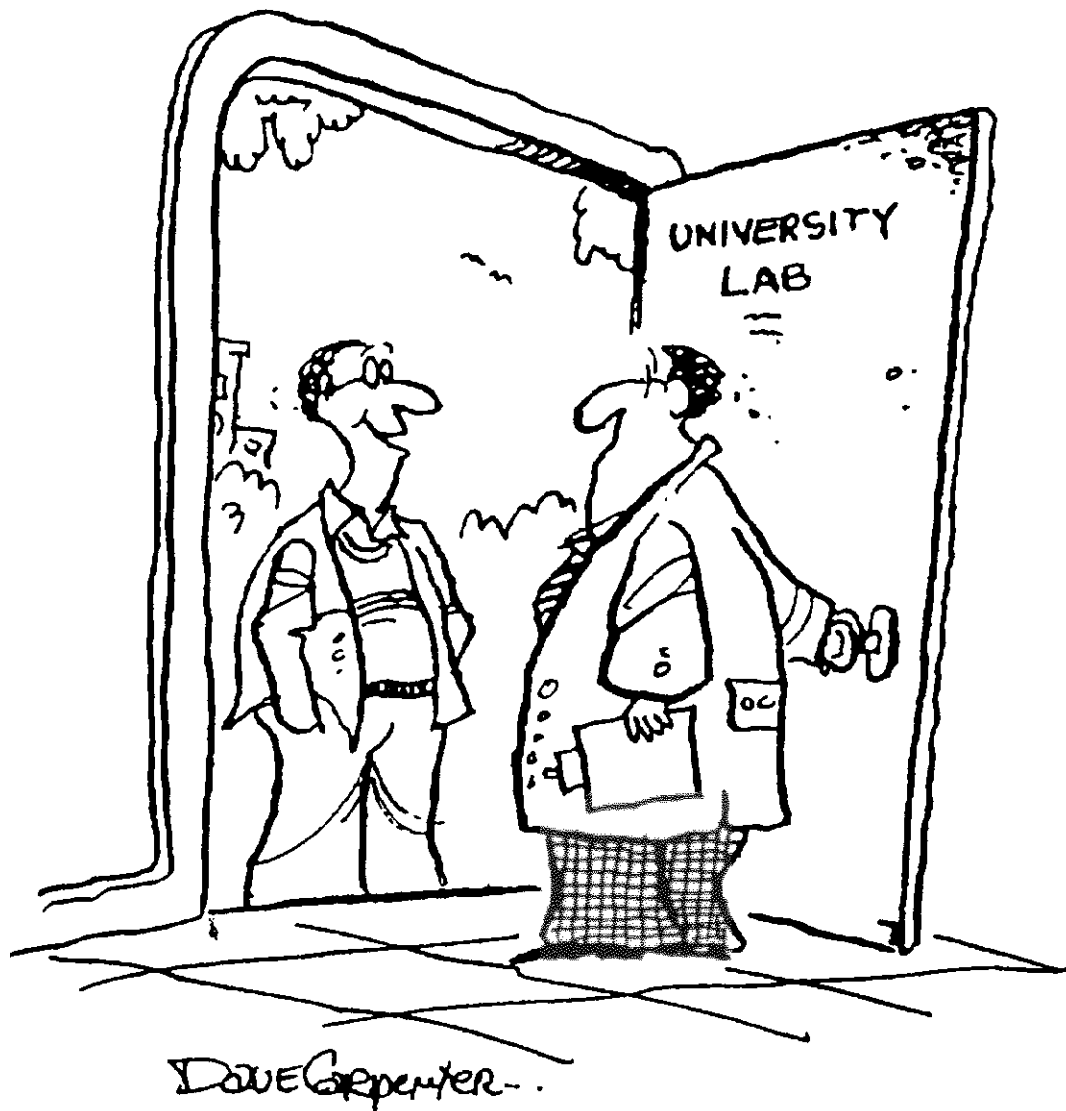
# **In the Beginning...**

**Federal Grants Conference**

**September 22, 2015**

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**"Hi, I'm Grant. The government sent me."**



# Why pursue federal grants?

To further serve your mission by  
expanding your reach and enhancing  
your services.



Build  
**compliant, responsive, and  
winning**  
federal grant proposals



# Should you apply?



- #1 Are you eligible?
- #2 Is it a good fit?
- #3 Can you comply?

Key word search RFP for: shall, must, will, may, not, cannot, allowable, unallowable, etc.





# Go/No Go Decision Making

***Is your mission a good fit with the program and agency goals and intent?  
(If no, stop here.)***

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***Can you meet the deadline with a competitive proposal?***

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***If you win, do you have the capability and capacity to comply with implementation requirements?***



Question*	Yes	No	Comments
1. Is your mission a good fit with the agency and program intent, mission, goals, and objectives? (If no, stop here.)			
2. Can you meet the deadline with a compliant, responsive, and competitive proposal? (If yes, proceed with quiz. If no, take note and plan to apply in next round.)			
3. Does the potential project support your mission?			
4. Is there a clear need that aligns with the program goals and can you prove/demonstrate it?			
5. Will it enhance your programming/service and support your strategic plan?			
6. If match is required, can you provide the required match? <b>(If match is not required, do not answer here, but add 2 points at the end as indicated.)</b>			
7. Do you have an existing relationship with the agency?			
8. If yes to #6, is it a good one?(If no to #6, skip to #8.)			
9. Do you have the administrative infrastructure (capacity/capability) for financial management and the required monitoring and reporting?			
10. Do you have the appropriate expertise (SME) and necessary capacity to develop the proposal and implement if funded?			
11. Does the grant administrator have adequate training to manage the grant?			
12. Does your project fall within the interests of the funding agency?			
13. Do you have a well-designed plan and can you execute it?			
14. Do you have the necessary potential partners?			
15. Have you discussed this opportunity with those partners and gotten their buy-in or commitment?			
16. Is it sustainable after grant funding ends?			
17. Does the project have a strong ROI for your organization/target population?			
<b>Column Subtotals- Give yourself one point for each YES answer</b>			
<b><i>ADD + 2 points in the YES column for NO Match required</i></b>			
<b><i>SUBTRACT - 2 points from the YES column, if grant is highly competitive</i></b>			
<b>GRAND TOTAL</b>			

# Go/No Go Quiz





# Getting started...

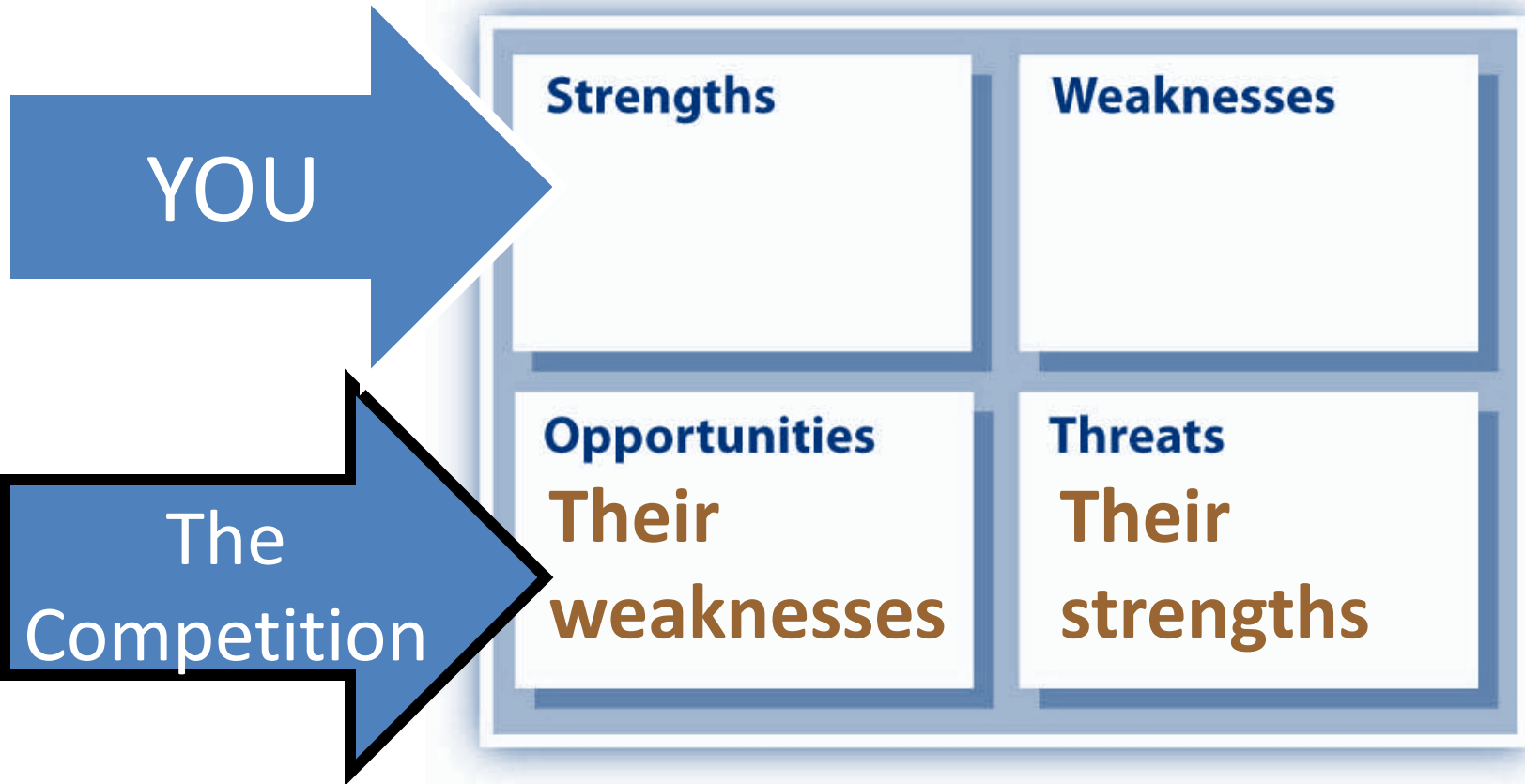
## Identify the obvious:

- Your specific need
- Your approach/implementation plan/scope of work
- The team for proposal development and execution
- Potential competitors
- Partners
- Available and needed resources





# Identify...the less obvious



## SWOT



# SWOT

A different take on SWOT...

- Leverage your strengths
- Mitigate your weakness
- Consider your competitions' weaknesses as your opportunity
- Consider your competitions' strengths as your threats



# Strategic Messaging and Win Themes

## Using:

- SWOT analysis
- Your relevant experience
- Your demonstrated capability and capacity

*Thread them throughout your proposal.*



# Compliance / Proposal Management Matrix

*Many hands  
make light  
work...*

- Requirements/Restrictions
- Goals
- Objectives
- Methods (Activities/Dates)
- Program Measures/Outcomes
- Performance Benchmarks/Deliverables w/date
- Who is responsible?
- Resource (Match, Cash, Partners, Etc.)



# Compliance / Proposal Management Matrix

Building a Compliant, Responsive, and Winning Proposal							
Requirements	Goals	Objectives	Methods (Activities/Dates)	Program Measures/ Outcomes	Performance Benchmarks/ Deliverables w/Date	Who is responsible?	Resource (Match, Cash, Partners, etc.)
<i>Many hands make light work...</i>	<b>*SME: Writer:</b>	<b>SME: Writer:</b>	<b>SME: Writer:</b>	<b>SME: Writer:</b>	<b>SME: Writer:</b>	<b>SME: Writer:</b>	<b>SME: Writer:</b>
<ul style="list-style-type: none"> <li>• Cut and paste requirements from the RFP (do not paraphrase), citing page, section, etc. for easy reference.</li> <li>• Align content in subsequent columns to the program requirements, evaluation criteria, and agency and program mission, goals, and objectives.</li> <li>• Keyword searches for frequency of terms and command sentences. Ex. Shall, will, must, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Broad-based, overarching, long-term statement of achievement for a project or program. Directly aligns with intent, goals, and outcomes of the agency and the program. (See agency information, enabling legislation, program statements in RFP.)</li> <li>• Demonstrates your understanding of what the agency is seeking to achieve through this grant program.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate your path to achievement of the goals by painting a clear picture through measurable objectives.</li> <li>S – Specific</li> <li>M – Measurable</li> <li>A – Attainable</li> <li>R – Relevant</li> <li>T – Time bound</li> <li>• What will be done and who or what will be targeted for impact?</li> <li>• How much change (specific quantitative measure, if possible/applicable)?</li> <li>• Is it realistic, and how does it related to the program goals/objectives?</li> <li>• What is the timeframe for implementation, and when will the objective be achieved?</li> </ul>	<ul style="list-style-type: none"> <li>• <b>WHAT</b> (activity)</li> <li>• <b>HOW</b> (process)</li> <li>• <b>WHEN</b></li> <li>• <b>WHERE</b> (context)</li> <li>• <b>TO WHOM</b> (target pop.)</li> <li>• <b>BY/WITH WHOM</b> (partners)</li> <li>• <b>WHY</b> (based on experience and research)</li> <li>• Relevant experience, knowledge/research, partnerships to validate your capacity and capabilities.</li> <li>• Environmental or contextual circumstances that emphasize unique needs</li> <li>• Demonstrate your understanding of the requirements and the program goals, substantiating your ability to get the job done.</li> </ul>	<ul style="list-style-type: none"> <li>• How will you know or prove to the funder you know the “right” measures and whether you have achieved the objectives?</li> <li>Demonstrate your understanding of the program goals, objectives and the requirements, as well as the reporting requirements.</li> <li>• Align timeline with deliverables and reporting requirements.</li> </ul>	<ul style="list-style-type: none"> <li>• Incremental indicators of success toward achievement of the objectives.</li> <li>• Match your benchmarks to schedule of required deliverables.</li> <li>• Align with requirements.</li> </ul>	<ul style="list-style-type: none"> <li>• Who will be responsible for implementation and monitoring?</li> <li>• Who are the partners and what are their responsibilities/ contributions?</li> <li>• Demonstrate administration capacity and subject matter expertise through your staffing.</li> </ul>	<ul style="list-style-type: none"> <li>• How much will it cost?</li> <li>• Grant funds?</li> <li>• Organizational cash?</li> <li>• Match (in kind and cash, from organization and partners)?</li> <li>• Overhead/Indirect</li> </ul>
<b>Restrictions (performance period, reporting requirements, etc.):</b> <b>Non-Allowable Activities &amp; Costs:</b>							



# Requirements

- **Cut and paste requirements** from the RFP.
- **Align content** in subsequent columns to the program requirements, evaluation criteria, and agency and program mission, goals, and objectives.
- **Zero in on keywords** for frequency and command sentences. (Ex. shall, will, must, etc.).
- **Note restrictions.**



# Goals

SME: (Subject Matter Expert)

Writer:

- Broad-based, overarching, long-term achievement statements.
- Directly aligns with agency/program intent, goals, and outcomes.
- Demonstrates your understanding of what the agency is seeking to achieve through this grant program.



# Writing a Goal

**A long range benefit, addressing an indentified need, and stated in general terms.**

- Not measurable
- Begins with action verb, i.e. to provide, to improve
- Limit to 3 per proposal





# Anatomy of a Goal Statement

**Start with the needs statement:**

*Students' mathematics performance continues to decline for the second straight year.*



# Anatomy of a Goal Statement

***Match your goal statement directly to your need and the agency/program goals.***

Answer:

- What are you changing?
- Who is the target?

***To improve the mathematic performance of elementary students at XYZ school.***



# Objectives

SME:

Writer:

- Demonstrate your path to achievement of the goals by painting a clear picture through measurable objectives.
  - S** – Specific
  - M** – Measurable
  - A** – Attainable
  - R** – Relevant
  - T** – Time bound
- What will be done and who or what will be targeted for impact?
- How much change (specific quantitative measure, if possible/applicable)?
- Is it realistic, and how does it related to the program goals/objectives?
- What is the timeframe for implementation, and when will the objective be achieved?



# Writing an Objective

- Essential to demonstrating understanding of requirements and program goals/outcomes
- Provides means of measuring performance
- Critical to a compliant, responsive, and winning proposal
- Limit to 3 per goal



# Writing an Objective

**Two types - Process or Outcome**

Process: related to the project activities

*All fifth grade teachers at XYZ school will receive training to effectively use the NEW MATH series for mathematical instruction for their students.*



# Writing an Objective

Outcome: related to measurable changes in the target population or situation/context.

*By the end of 2015 school term, fifth grade students will demonstrate a 10% average increase in their mathematic scores over the previous year as measured by the ABC exam.*



## Methods (Activities/Dates)

SME:

Writer:

- ***WHAT (activity)***
- ***HOW (process)***
- ***WHEN (time)***
- ***WHERE (context)***
- ***TO WHOM (target pop.)***
- ***BY/WITH WHOM (partners)***
- ***WHY (based on experience and research)***
- Relevant experience, knowledge/research, partnerships to validate your capacity and capabilities.
- Environmental or contextual circumstances that emphasize unique needs
- Demonstrate your understanding of the requirements and the program goals, substantiating your ability to get the job done



# Methods/Activities

ALL activities must relate directly to accomplishing the objectives, serving the goal, and addressing the identified need.

*Common errors:*

- Not providing specific information in sufficient detail
- Drifting away from stated objectives and goals





# Methods/Activities

- Paint a picture through the narrative of what the project will look like during implementation
- Demonstrate how activities will accomplish the objectives (what, who, why, when)
- Comprise 30-40% of proposal
- Follow a logical and reasonable sequence



# Designing Method Statements

- ***Who? What? Where? When? How?***
- *Fold in strategic messages and win themes.*
- *Demonstrate experience, capabilities, and capacity*
- *Relate back to outcomes and objectives*



# Method Statements

## **WHO?**

*Fifth grade teachers will participate in the NEW MATH series training, utilizing applied mathematics practices, activities, and demonstration.*

## **WHAT?**

*Specialized training in the NEW MATH instructional methods, skill sets, and implementation plan will be implemented.*



# Method Statements

## **WHEN?**

*Implementation of the NEW MATH methods will begin in the fall of the 2015 school year.*

## **WHERE?**

*Training and implementation will take place at XYZ school.*



# Method Statements

## ***HOW?***

*After required training, the 5<sup>th</sup> grade teachers will apply the NEW MATH methodologies in their classrooms.*

## ***OUTCOME (aligns with objective)?***

*Student skill levels will be measured by the ABC exam at the end of the school year.*



# Program Measures/Outcomes

SME:

Writer:

- *Prove to the funder you know the “right” measures and can reasonably demonstrate the achievement of the objectives?*
- Demonstrate your understanding of the program goals, objectives and the requirements (reporting, deliverables).
- Align timeline with deliverables and reporting requirements.



# Performance Benchmarks/ Deliverables w/Date

SME:

Writer:

- Incremental indicators of success toward achievement of the objectives.
- Match your benchmarks to schedule of required deliverables.
- Align with requirements.



# Writing an expected outcome

- Addresses the identified need
- Supports objectives and activities
- Indicates project success
- Is measurable

*Example:*

***By 2017, 75% of XYZ students will demonstrate mastery of their grade-level mathematics skills.***





# Who is responsible?

SME:

Writer:

- Who will be responsible for implementation and monitoring?
- Who are the partners and what are their responsibilities/ contributions?
- Demonstrate administrative capacity and subject matter expertise through your staffing.



# Resource (Match, Cash, Partners, etc.)

SME:

Writer:

- How much will it cost?
- Grant funds?
- Organizational cash?
- Match (in kind and cash, from organization and partners)?
- Overhead/Indirect



# Takeaways...

## Winning proposals are:

#1 Compliant

#2 Responsive



# Takeaways...

**Make Go/No Go decision making  
process rational and logical and  
supported with documentation.**



# Takeaways...

**Goals** need to be broad statements of the ultimate results expected from the change that is predicted by the objectives.

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**Objectives** need to be SMART (specific, measurable, attainable, relevant, and time bound) and support the goal.



# Takeaways...

**Outcome/performance measures**  
indicate achievement of objectives,  
support deliverables, and align with  
requirements.



# Takeaways...

*Many hands make light work*

SO...

Make assignments

Hold folks accountable



Document process



# Thank You!

Please stop by our table  
for your copy of the  
**Go/No Go Quiz**  
and the  
**Compliance/ Proposal Management Matrix**

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