

GRANT WRITING TOOLKIT

Dr. Jennifer R. Madden

THE RESEARCH SUGGESTS



1. Grant Writing FUNdamentals (7/24/24)

next steps on the
JOURNEY

3. Strategic Planning FUNdamentals (10/24/24)

4. Strategic Planning Toolkit (11/7/24)

5. Organizational Goal Setting (2/6/25)

6. Planning your Work, Working your Plan (2/20/25)



*Grant Writing
Toolkit
(TODAY!)*

ABOUT ME

Dr. Jennifer R. Madden

Dean, School of Business & Professor of Management
Paul Barber Chair of Design & Innovation
Linfield University

President, Leverage Point Development

Education: Case Western Reserve University
PhD — Weatherhead School of Management
MNO — Master of Nonprofit Management
BA — Economics & American Studies

Certified Fraud Examiner (CFE)

Emotional and Social Competency Inventory (ESCI) Accredited
2022 & 2020 John A. Yankey MNO Outstanding Teacher of the Year

Gifts: *Design Thinker, Strategist, Collaboration Maker, Solution Finder, Bring Ideas to Fruition*

Author: *Inter-Organizational Collaboration by Design (Routledge Critical Studies in Public Management Series)*



Linfield University, McMinnville, OR



IRSPM Conference, Rome, Italy



Farm, Luxor, Egypt



Mkhomazi Wilderness, Lesotho ("Wakanda")

**IN SEVEN (7) WORDS OR LESS,
DESCRIBE YOUR ORGANIZATION**

GRANT WRITING TOOLKIT

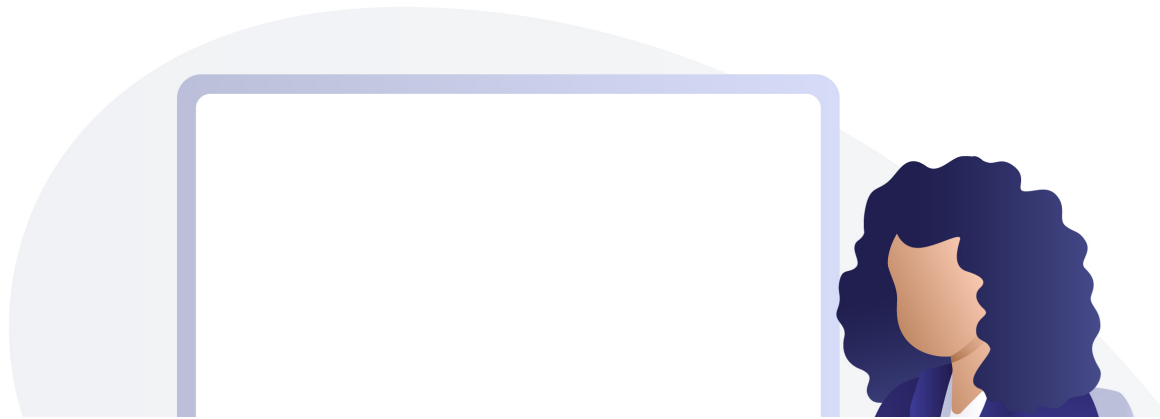
- Many names
 - Grant
 - NOFA — Notice of Funding Availability
 - RFP — Request for Proposals
 - RFQ — Request for Qualifications
 - RFA — Request for Application
 - FOA — Funding Opportunity Announcement

- **Pro Tip:** Read the proposal guidelines thoughtfully

GRANT WRITING TOOLKIT

- Look for key phrases in the proposal guidelines
 - Must
 - Recommendations / Examples / Numbers of Examples
 - Checklists
 - Timelines (start date/end date)
 - Amounts (or limits)
 - Match requirements / reimbursement

- **Pro Tip:** Mark-up the proposal to identify key areas



BUDGETS

When you know your numbers you know your business...



BUDGET CATEGORIES

- Personnel
 - Salaries & Wages
 - Fringe Benefits
 - Consultants & Contract Services
- Non-Personnel
 - Space Costs
 - Rental, Lease or Purchase of Equipment
 - Consumable Supplies
 - Travel
 - Telephone
 - Other Costs



FRINGE BENEFITS

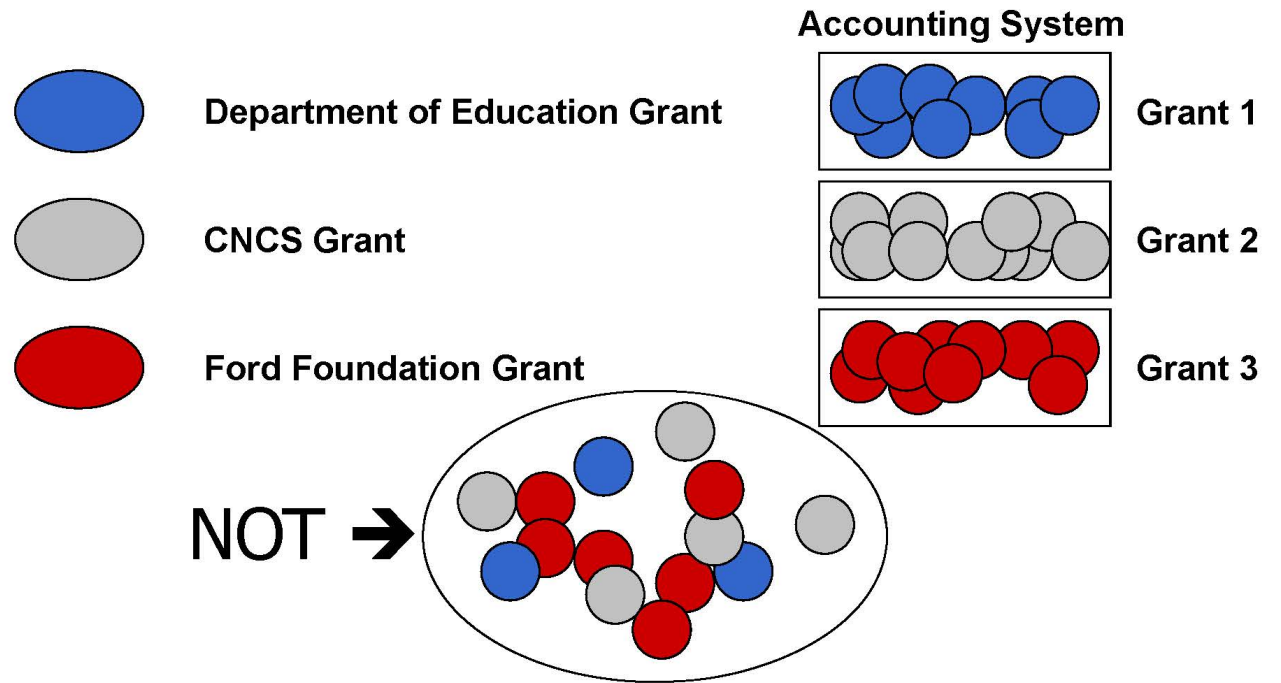
Mandated Benefits:
Benefits required by state in which you are located (e.g., Workers' Compensation)

Social Security (FICA) & State Insurance Taxes

Voluntary Benefits:
Benefits your organization can provide (e.g., medical, dental, disability and life insurance, private retirement programs, work-related educational benefits, etc.)

ALLOWABLE, REASONABLE & ALLOCABLE

- Allowable—A cost within award limitations consistent, documented, reasonable & allocable
- Reasonable—A cost that does not exceed what a prudent person would do under the circumstances at the time the decision
- Allocable—Treated consistently with other costs incurred for the same purpose in like circumstances and benefits the award and can be distributed proportionally to the benefits received



ACCOUNTING SYSTEMS

Must Properly Segregate Funds



REVENUE & FUNDRAISING

Fundraising, corporate partnerships/sponsorships, and events help generate revenue for a nonprofit organization this includes: Donated Income (e.g., donations), Contributed Income (e.g., grants, gifts), and Earned Income (e.g., fee for services). Another resource is in-kind contributions (non financial goods or professional services)

GRANT WRITING TOOLKIT

- ▶ Understand the power of your budget. Remember, when you know your numbers, you know your business.
- ▶ Key Terms:
 - ▶ Budget and Actual
 - ▶ Budget and Budget Narrative
 - ▶ Cash Expense and In-Kind Expenses
 - ▶ Budget and Fund Development Strategy
- ▶ **Pro Tip:** Love your budget

STRATEGIC BUDGET EXAMPLE



<https://docs.google.com/spreadsheets/d/1q5ywSATbiBPKBI7Usuwt28vs-Tbp8IqBt5h0S2t0YAU/edit?usp=sharing>

GRANT WRITING TOOLKIT

- Organize your grant writing to create efficiency in grant submissions
- Remember the multiplier from the Fund Development Strategy (to secure 6 grants you may need to submit 24)
- Don't take "No" personally (learn from your "Yes" and your "No")
- "No" this year does not mean "No" forever
- Move from "No" to "Know"
- Leverage your "Yes"

- **Pro Tip:** Keep an abundance mindset



Candid.

TOOLS

- <https://www.ecivis.com/>
- <https://www.fluxx.io/>
- <https://candid.org/>

LIST OF CALIFORNIA YOUTH FUNDERS



<https://docs.google.com/spreadsheets/d/1VHuN0Fyq3BEEmuVNrsiMuOnn2cF7OskDc5jItXoTUxQ/edit?usp=sharing>

INSURANCE





INSURANCE

- Commercial General Liability
- Professional Liability
- Automobile Liability
- Workers' Compensation
- D&O (Directors & Officers) Insurance (for your board)

- **Pro Tip:** Look for insurance in the marketplace (broker)
- Insurance Broker Examples:
 - <https://www.coverwallet.com/>
 - <https://www.insureon.com/>



GRANTS WRITING: KEY COMPONENTS OF THE GRANT PROPOSAL

- #1 — Summary
- #2 — Introduction
- #3 — Needs Statement
- #4 — Objectives
- #5 — Methods
- #6 — Evaluation
- #7 — Sustainability
- #8 — Budget
- #9 — Partners & Letters of Support
- #10 — Critical Tools
 - a. ABCDs of Successful Collaboration
 - b. Data & Research
 - c. SMART Objectives
 - d. Design Tools (Canva, Mural...)
 - e. SWOT Analysis
 - f. Logic Model



Next in the Capacity Building Training Series

10:00 AM to 11:30 AM

Tuesday, July 30th — Grant Writing Toolkit

Thursday, October 24th — Strategic Planning FUNdamentals

Thursday, November 7th — Strategic Planning Toolkit

Thursday, February 6, 2025 — Organizational Goal Setting

Thursday, February 20, 2025 — Planning your Work, Working your Plan



Thank You!
Dr. Jennifer R. Madden

