Prevention Training Services
A Charitable 501(c)3 Training Organization

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The Art of the Ask

Learn about basic grant writing
and how to ask for extra funding
for resources not in your current grants.

Please download your handout at
preventiontrainingservices.com/wp/handouts

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Course Agenda

➢**Components of a Grant**
➢**A.E.O. (Ask Everyone Often)**
➢**Opportunities for Community Support**

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Components of a Grant

Creating a successful grant proposal is a simple as baking a cake;
just follow the recipe right?

Writing award winning proposals is more than just stirring around
words and placing them in the grant application.

It is about correctly combining all of the ingredients to create an
outcome-based, fundable proposal.

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WHAT ARE THE STANDARD COMPONENTS OF A GRANT PROPOSAL?

- Cover letter, title page, and abstract
- Statement of the Problem / Needs Statement
- Project Description (goals and objectives and methods / activities)
- Evaluation Plan
- Budget Request and Budget Justification
- Applicant Qualifications
- Future Funding Plans / Plans for Sustainability
- Appendices

https://ctb.ku.edu/en/table-of-contents/finances/grants-and-financial-resources/writing-a-grant/main June 2023

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Cover Letter

1. Describe the agency's interest and capacity to successfully implement the proposed project
2. Have an upbeat tone that makes it stand out in a positive way
3. Summarize the project
4. Designate a contact person for any questions about the project

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Title Page

- Project title
- Name of the agency submitting the grant
- Agency address
- Name of the prospective funder
- Beginning and ending project dates
- The total amount requested

Abstract

The abstract includes a summary of the statement of the problem / need,

overarching goals of the proposed project,

a summary of the methods that will be used to implement and evaluate the project, and

a final paragraph describing your group's or agency's capacity (expertise and resources) for carrying out the proposed project.

Statement of the Problem / Needs Statement

Your problem or needs statement should accomplish the following:

- *Document the problem you want to address* (use text, statistics, and graphs / charts)
- *Describe the causes of the problem*
- *Identify approaches or solutions attempted*

Project Description
(goals and objectives and methods / activities)

Once you have captured the attention of the reviewers by clearly and effectively documenting the need for funding, you get to present the details of how you plan to implement your program.

This section of your proposal should guide the reviewer step by step through all activities needed to accomplish your goal(s).

Project Description

The project description includes three main pieces of information:

1. Goals and objectives
2. Methods or activities for addressing the identified problem or need
3. A time line chart for the completion of each activity

Goals and Objectives

Goals are broad statements with a long-term, ideal outcome in mind.

For each goal, you might develop numerous, corresponding objectives.

Objectives are specific statements that will indicate to the reviewer exactly how you plan to achieve your goals.

Methods/ Activities

Now break down each objective into a series of activities needed to achieve it.

The methods section describes in detail how you propose to carry out your goals and objectives over the course of a project.

Evaluation Plan

The purpose of the evaluation plan is to show how you will measure the completion or success of **process** and **outcome** objectives.

Process= What you did to implement your project
Outcomes= Results of the activities
Outputs= Number(s) of activities

Outcomes are about measurable **change**:

- changes in **learning**, (knowledge, skills, attitude)
- changes in **action**, (behavior)
- changes in **condition**. (safer, healthier community)
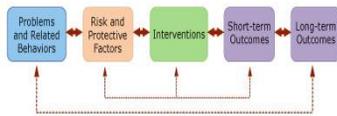
$$K\ S\ A = B$$

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Outcomes are Results

Outcomes you **expect** to see <u>during</u> the program are "short-term". (Knowledge, Skills, Attitude)

Outcomes you **want** to see <u>at the end</u> of the program are "long-term". (Behavior)

Outcomes you **hope** to see eventually are Conditions- a Safer, Healthier Community.
(Usually *outside of the scope of your project*)

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Logic Models
(Putting it All Together)

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Using Logic Models to Bring Together Planning, Evaluation, and Action

Problem Statement:	*What problem does your program address?*
Goal:	*What is the overall purpose of your program?*
Resources:	*What do you have to work with?*
Activities:	*What will you do with your resources?*
Outputs*:*	*What are the tangible products of your activities?*
Outcomes:	*What changes do you expect to occur as a result of your work?*
Outcomes Chain	*If/ then…*
External Factors:	*Other influences on program results*

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Using Logic Models to Bring Together Planning, Evaluation, and Action

Problem Statement	Youth have easy social access to alcohol
Goal	Reduce 30 day underage drinking rates by 10%
Resources	Community Coalition & Other Partnerships
Activities	Parent education campaign
Outputs	85% of adults in our community will receive information about adolescent alcohol abuse and its effect on the brain.
Outcomes	50% of participants surveyed will report friends and relatives as the primary sources where people under the age of 21 obtain alcohol compared to the 68.83 % today.
Outcomes Chain	**If** we educate the public about adolescent alcohol abuse **then** the public will have a change in perception of harm which will lead to a reduction in making alcohol available to minors.
External Factors	Political, Economic, Social

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Applicant Qualifications

Use this section of your proposal to convince the reviewers why you should be funded rather than someone else.

What makes your qualifications and your approach or strategy better than the competitor's?

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Budget Request
and Budget Justification

Staff salaries
Taxes
Fringe benefits
Indirect costs
In kind items
Rent and utilities
Equipment and supplies
Postage
Travel

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Future Funding Plans / Plans for Sustainability

Some programs require a match of funding from the beginning.
Funders will want to know how grantees' matching funds will be provided and sustained.

While you cannot guarantee that your proposed program will be self-sustainable, it is important to make your best case for sustainability and describe a plan.

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Appendices

Appendices are supplemental materials that do not belong in the body of the proposal, but nevertheless are important pieces of information, such as:
- A marketing or dissemination plan schematic
- A project staffing flow chart
- A time line chart of proposed activities (you might include this in the body of the proposal instead of or in addition to here)
- An evaluation instrument (e.g., a survey that will be used)
- Any existing educational or printed materials to be used
- Biosketches or curriculum vitae of key project personnel, including Advisory Board members and any consultants already identified
- Letters of support and/or participation

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A.E.O.
Ask Everyone Often

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Who in your community provides an opportunity for donations every time they meet?

Image retrieved from https://depositphotos.com/stock-photos/church-donation.html March 2023   25

What are the funds used for?

What happens if people do not give?

https://creazilla.com/nodes/1684707-donate-clipart March 2023   26

What opportunities do you provide for people to support your agencies great work?

How can I donate something RIGHT NOW ?

Image retrieved from https://www.efile.com/tax-deduction/income-deduction/charitable-contributions/ March 2023   27

Opportunities for Community Support

QR Code

Business Card

Donation Box

The Ask

Image retrieved from https://pixabay.com/vectors/election-vote-box-ballot-voting-297037/ March 2023   28

If you do not ASK, you will not GET !

Uh, you probably wouldn't want to give us anything, right ?

Would you give us some money ?

We need $5,000, can we count on you?

What is wrong with these questions?

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The Art of the Ask in Four Steps

1) Deliver your "Elevator Speech"

2) Ask (the correct question)

3) Shut Up (let their brain process the question and develop an answer)

4) Smile (and **wait** for their answer)

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The Art of the Ask

"You can't score if you don't shoot."

"You can't hit the ball if you don't swing."

"You miss 100% of the shots you don't take."

"If you do not A.S.K. you will not G.E.T."

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Opportunities for Community Support

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Opportunities for Community Support

Mail Outs

Community Events

Show & Tell

Luncheons

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As a result of this training, what will you do to improve your current program?

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Thank You

You are amazing

REMEMBER THAT.

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References

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Resources

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