

# Grant Writing 101

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Grants are not given to help you reach your goal

Grants are a marketing tool

If your grant application doesn't meet the grantors needs, you won't get the grant.

# Successful Grant Writing

- Game plan
- Writing the grant
- When the grant is approved/denied
- Follow up



# Game Plan

- What's the need?
- Brainstorming
- Timing
- Any Connections



# Game Plan



- Where's the Money?
- Learn about the grantor
- Resisting Temptation



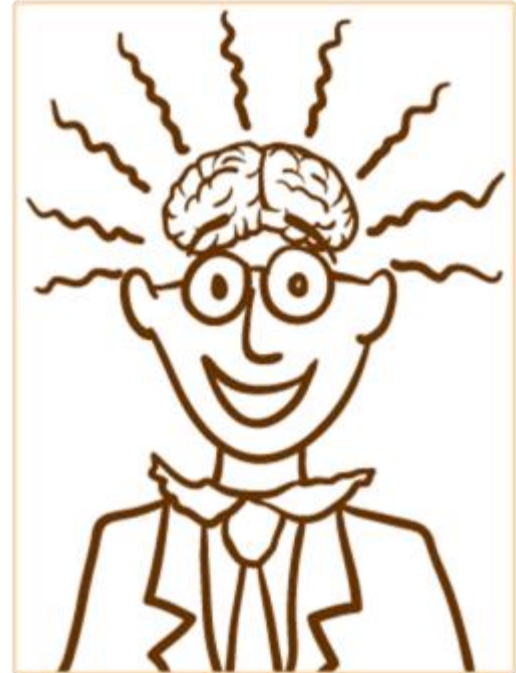
# What's The Need?

- Need or want?
- Strength
- Specific

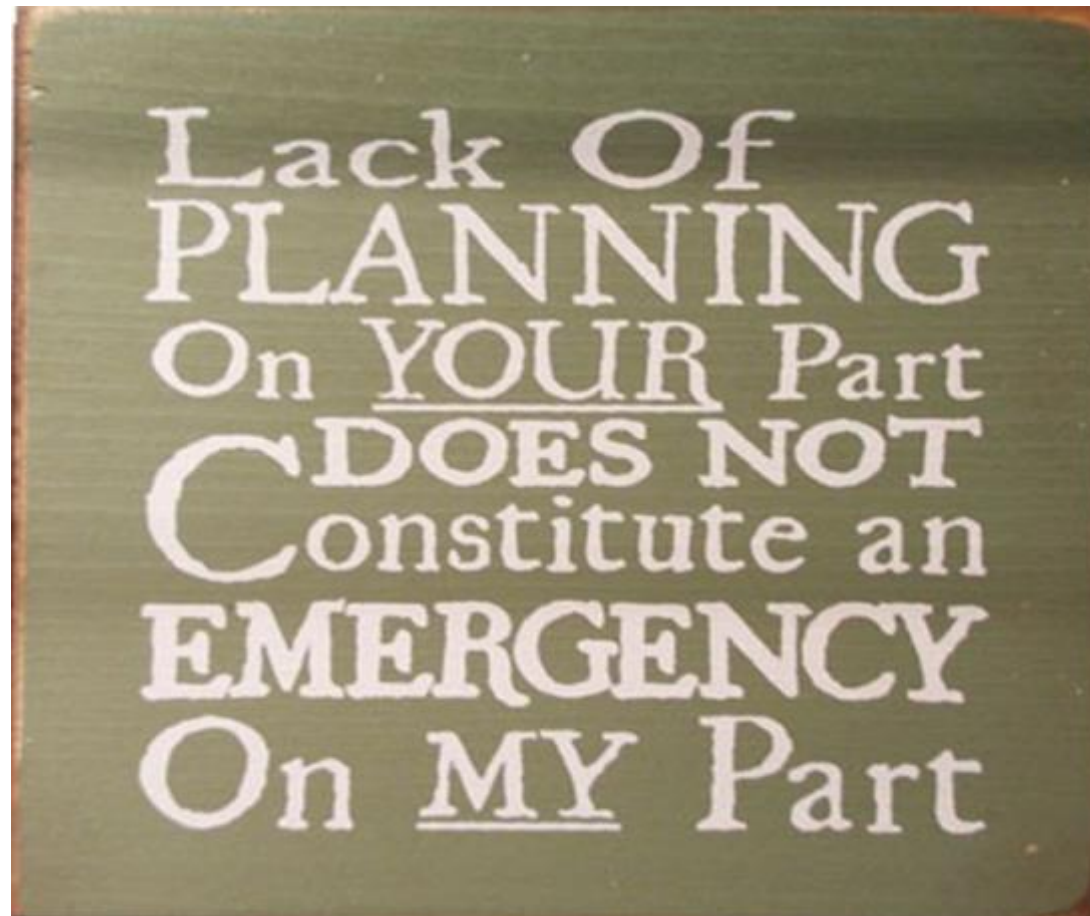


# Brainstorming

- What's the niche?
- Who is your point person?
- Who will write the grant?



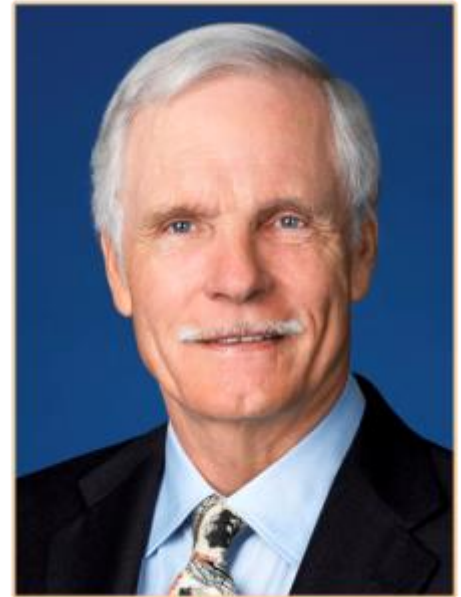
# Timing





# Any Connections?

- Local, Regional, National
- Known & not-yet-known



# Where's The Money?



# Learn About The Grantor

Home | About Us | Boating Safety | Clean Boating | Education | Equipment Rentals | Programs | Support Us ☆

## ABOUT US

### About the Foundation

**Who We Are**

- › Mission Statement
- › Meet the Crew
- › Annual Report
- › Support Us

Connect With Us

### Follow Us

- Like us on Facebook
- Follow us on Twitter
- Follow us on Pinterest
- Add us on Google+
- Visit us on YouTube

**Mission Statement**

**Meet the Crew**

**Annual Reports**

**Support Us**

**Contact Us**



# Learn About The Grantor

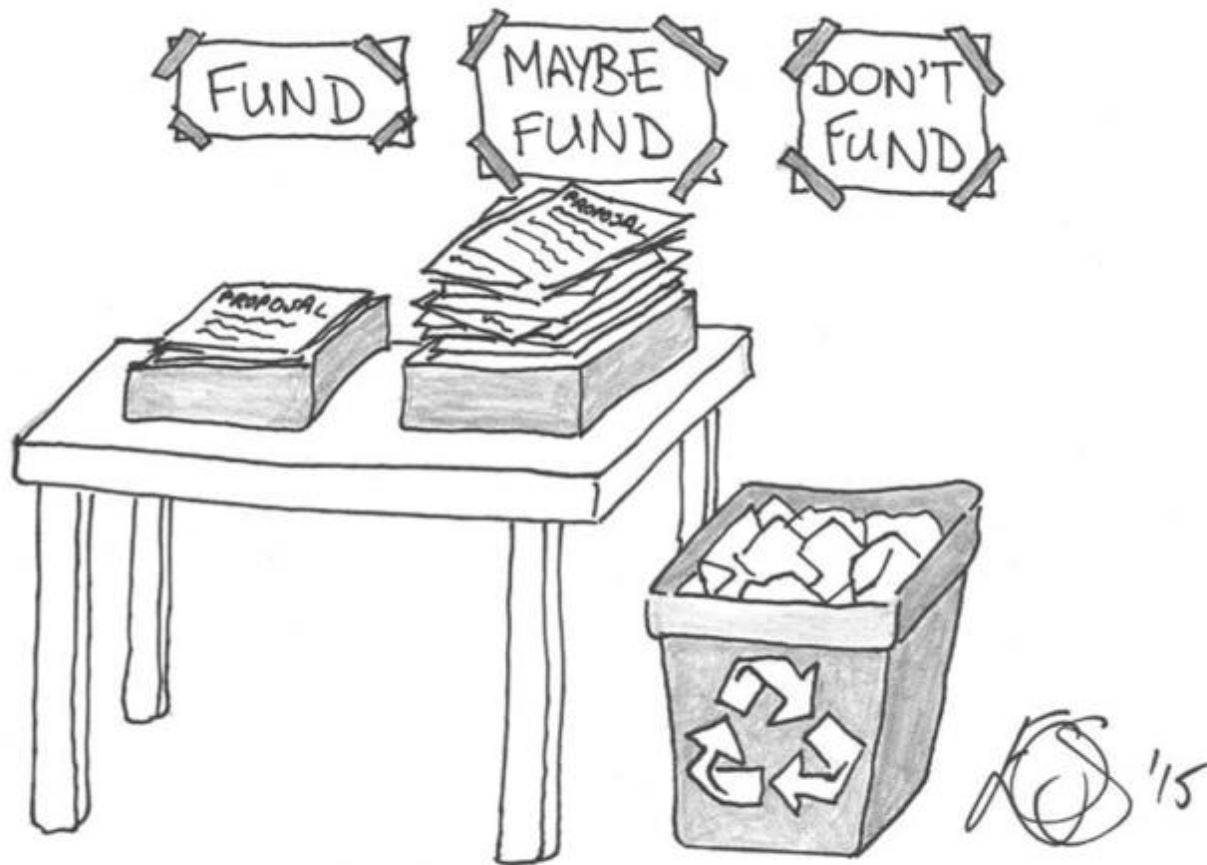
GRANTS ARE NOT:

- An afterthought
- A give away
- Mandatory



# Resist Temptation





*Review panel categories.*





*“Is it just me or are these review panels getting a lot tougher?”*



Do your homework on the grantor!

People give money to people

# Writing The Grant

- Make sure you are qualified for the grant
- Thoroughly review the application instructions
- Find themes/buzzwords
- Compare notes/talk with grant manager





# Writing The Grant

- Follow instructions
- Review completed application
- Send it in ON TIME





Simply following instructions will put you ahead of the majority of your competition

The Grant manager can make or break you. Do not ignore this relationship

# What Happens Next?

- Talk with grant manager
- Review application
- Revise
- Resubmit





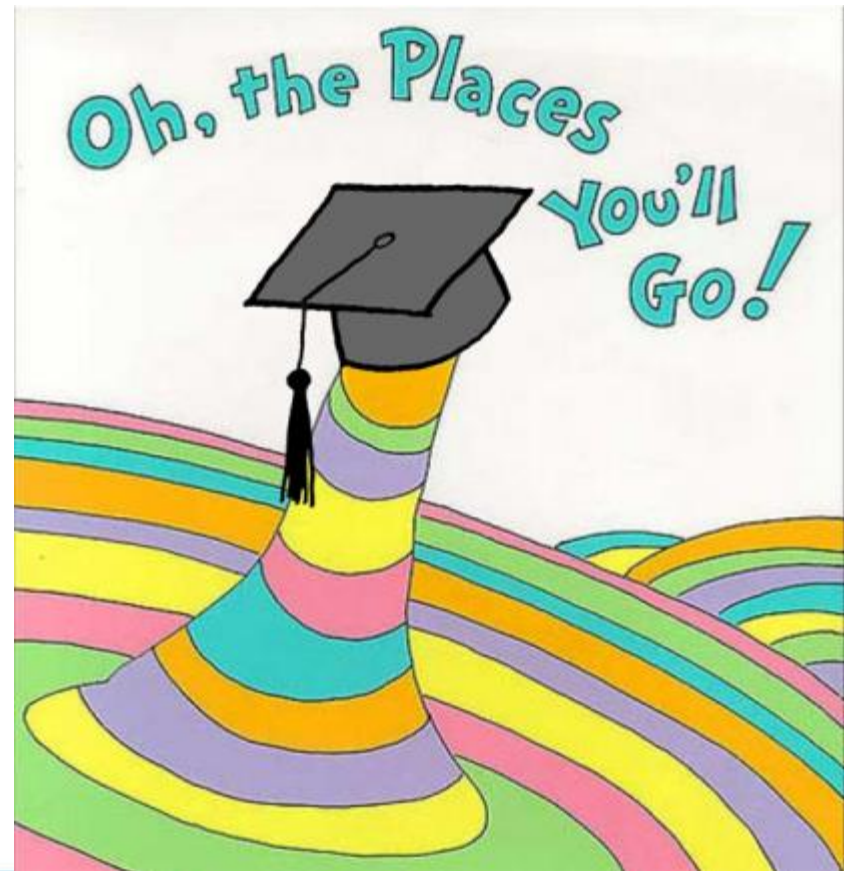
# If You Receive A Grant...

- Establish a dialog with the grant manager
- Submit reports/receipts and any press according to the terms of the grant
- Stay on top of delays and modifications
- Over deliver on what you agreed to do.



# After The Grant

- You've proved yourself!
- Keep in touch with grantor
- Use the connection
- Be a reference for others
- Pat yourself on the back!





Don't take rejection personally, or as the final word

What you do after you get the grant determines  
whether or not you'll get another



# Application Review

Applicants must submit two CDs with the application packets. Each CD must include the following:

1. Completed application (including separate documents for the project and budget narratives, and budget table.)
2. Letter of Support for the project from a fisheries biologist or other official at the appropriate state or federal resources agency.
3. Evidence of the recipient organization's tax-exempt status (if applicable). Letter(s) of approval/cooperation from private landowner(s) (if applicable).
4. Acquired federal, state, and local permits/approvals or application (if permits/approvals are pending). More details are provided in the Permit States section of the application.
5. Additional supporting documentation, including maps and photographs. Maps must outline and identify the project location as it relates to the overall watershed or regional area. Photographs must be current images of the proposed project site(s). Pre-, during, and post-project photographs are required with grant reporting.
6. Design plans (if applicable).

# Application Review

## Submission Document:

Imagine your report as a news release. Direct and to the point. Touch on the who, what, where, when and how. In a series of narrative paragraphs, provide the information below and explain how you met the criteria. Be concise. You must be able to tell us everything we need to know about the project on two pages (double spaced, 12 pt. font, not including photographs). Excessively lengthy submissions will not be reviewed.

# Application Review

## **Partners:**

Winners involve local communities and businesses, state natural resource agencies, local schools/universities, other fishing clubs and conservation organizations such as the Fish America Foundation, Friends of Reservoirs, etc. More partners allow projects to have more significance than those that are done in the short term with just a few people.



# Application Review

- **Creativity:**
- Is this a new concept? Creativity gets extra credit for setting examples that can be picked up by others, particularly when publicized in B.A.S.S. Times and on Bassmaster.com. An entry should inspire others to pick up more challenging and creative projects of more significance.

Criteria	Possible Points	Comment	Score
Provide Partnership Efforts	1: 5 pts 2: 10 pts 3 +: 15 pts		
Use Innovative Techniques	0 – 15 pts		
Include Other Funding Sources	25%: 0 pts. 26-35%: 5 pts 36-49%: 10 pts 50% +: 15 pts		
Are Cost Efficient a. existing services = 0-5 b. cost per “slip” = 0-5	0 – 10 pts		
Provide Way Point Linkage	0 or 10 pts		
Provide Access To Opportunities	local: 5 pts regional: 5 pts national: 5 pts		
Provide Significant Economic Impacts	1 – 5 pts		
Include Multi-State Efforts	5 pts		
Total Points	90 Max.		

- Funder says:
- “We don’t buy computer equipment.”
- “No salaries covered.”
- “Must be DIRECTLY boating related.”

Grant application asks for:

- 1/3 of the applications ask for computer equipment.
- “We want to compensate our instructors for teaching this free course.”
- “We want to meet with lawn care pros in the area to educate them to limit fertilizer run-off into the lake.”

# Closing thoughts

- Follow instructions to the letter
- Make sure your numbers are realistic
- Make sure your numbers add up
- **PROOFREAD!**





# Closing Thoughts

- Talk to giver.
- Follow directions.
- Get an extra read.
- *Make it easy for them*





YOU CAN DO IT!

**CLICKED SUBMIT**

**GRANT FUNDING  
GUARANTEED**

# Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar** for a chance to win a **free drink ticket!**

*Thank you for attending this session*