

Appalachian Higher Education Network Conference 2017

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The 911 on Fund Raising

Pollyanne Frantz

Today's agenda:

- Introductions
- Strategies for identifying potential funders
- Locating & using proposal development resources
- Developing your “takeaway list” Part I
- Preparing strong proposals
- Session recap
- Developing your “takeaway list” Part II
- Q&A

Identifying potential funders: strategies

- Strategies to use (locally, regionally, & nationally):
 - Talk with colleagues within your profession
 - Talk with people related to your profession
 - Connect with your community
 - Do your research to determine the best fit between your project & the funder
 - Develop a grant calendar & use it

Identifying potential funders: sources

- Sources for local, regional, or national funders:
 - Develop a list of key words and phrases related to your project
 - Scan “literature” like newspapers, newsletters, annual reports, & strategic plans
 - Search databases: funders & funding opportunities, awards history, & potential collaborators
 - Subscribe to relevant electronic communications
- Access sources through your library (public or college) & the Internet

Sources: “Literature”

- Local media (press releases, news articles)
 - See who’s funding what
- Funders’ annual reports & strategic plans
 - A snapshot of history & a guidepost for the future
- Topical or funder-specific publications
 - Usually free & highly recommended
- Social media channels (Twitter, Facebook)
 - Good source of current & timely information
- Funders’ websites
 - All of the above & more

Sources: Databases & websites

- Federal (free): [Grants.gov](#), [CFDA](#), [Federal Register](#), [USASpending.gov](#)
- Funding opportunities (all funders): [Pivot \(COS\)](#), [InfoEd SPIN](#), [GrantForward](#)
- Private (foundation) funders: [Foundation Directory Online](#), [FoundationSearchAmerica](#)

Sources: Communications

- Foundation Center [RFP Alerts](#) and [Philanthropy News Digest](#)
- Register @ Grants.gov and Federal Register to receive notifications
- Subscribe to funder notifications
- [GuideStar](#) resources

Searching strategies

- Use your list of key words & phrases
- Search broadly initially & refine results
- Review key words & descriptors in initial results to launch additional searches
- Learn more about the funder: people; areas of interest; giving trends (awards history); giving amounts; & method of approach (contact)

Create a (realistic) grants calendar

- Consider it to be:
 - A planning tool to help you manage your time
 - A road map to pursue funding in a systematic fashion
 - A dynamic, living document
- Include these components:
 - Deadlines (hard & soft)
 - Reviews – timing of cycles & reviewer composition
 - Tasks associated with proposal completion
 - Special requirements (required LOI, matching funds)
 - Status (not started, pending, awarded, declined, renew)

What's on your takeaway list?

“I’m going to _____”

“I’ve learned that _____”

“It’s important to _____”

Preparing strong proposals

- Reap the benefits of your prior research
- Master the basics (writing & budgets)
- Practice good time hygiene (respect the deadline)
- Follow the guidelines
- Complete the proposal

Master the basics: writing

- Follow the order prescribed by the guidelines
- Use an active voice & convey enthusiasm
- Be persuasive
- Write short, concise sentences
- Selectively use formatting to emphasize key points & enhance readability
- Avoid jargon & minimize acronym use
- Engage in robust editing: no typos or grammatical errors
- Avoid annoying the reviewers

Writing resources

- [Persuasion intersection](#) on YouTube (Jeremy Miner)
- [Plain language](#)
 - [Before and after](#)
 - [Wordiness made spare](#)
- Books & tutorials on sponsored research offices sites
- Agency-provided resources

Master the basics: budgets

What the budget is:

- It is your written narrative in financial form
- It reflects your best estimate of project costs
- It follows appropriate cost principles & other rules
- It is realistic – not too high, not too low
- It is detailed

What the budget justification is:

- A narrative describing the budget. It includes details about calculations & covers every item in the budget.

Budget resources

- Foundation Directory Online tutorials
- GrantSpace.org (“...offers information and resources that are specifically designed to meet the needs of grantseekers”)
- Sample proposals
- State & federal government rules & regulations & the people working there
- Colleagues performing similar work

Follow the guidelines... or disregard at your peril

- Read the guidelines at least once to determine:
 - Eligibility
 - Deadlines
 - Number of awards & dollar amounts
 - Formatting & submission requirements
- Read the guidelines more than once to understand:
 - Selected words, phrasing, concepts, & themes
 - Focus of funding: what does the funder want to accomplish?
 - Nuances of review criteria

Complete the proposal

- Share draft with colleagues far in advance of deadline to receive feedback & revise the proposal
- Obtain permissions
- Develop the budget
- Address compliance areas
- Secure letters of support or commitment
- Complete & assemble application forms
- Submit application & monitor submission process

Practice good time hygiene

- Start early
- Work back from the deadline
- Plan on everything taking five times longer than anticipated
- Build a buffer for technology-related problems
- Maintain good working relationships: avoid causing deadline-induced stress and negative behaviors
- Use your grant calendar

A quick recap

- Strategies
- Use available resources to become more skilled
- Work smart
- Become a detail-wonk
- Follow the guidelines
- Remember: everyone can master the art of writing compelling grant proposals!

What's on your takeaway list?

“I will _____”

“I plan to _____”

“I now know about _____”

Thank you for your time today!

Pollyanne S. Frantz
Sponsored Research Officer
The University of the South
Sewanee, TN
psfrantz@sewanee.edu