



GRANTS AND PROPOSAL WRITING

presented by Michelle Malizia, MA



April 11, 2011 • 1:00-4:00 p.m.
National Library Week

Logistics

- Dual presentation: Lecture Hall (Austin) and webinar
- Handouts at <http://www.dshs.state.tx.us/fic/qwriting.shtm>
- Certificate of Attendance
 - If you are attending with a group at a webinar site, your name should be entered in the webinar chat box.



Doug Jumper
DSHS Funding
Information Center

Logistics (cont.)

- Question and Answer Periods
 - Webinar participants may send in questions throughout the presentation via the webinar chat box.
 - Lecture Hall participants may ask questions at the microphone.
- Technical Difficulties
 - Call GoToWebinar toll-free at 1-800-263-6317 or direct dial 1-805-617-7000.



Speaker – Michelle Malizia

- Associate Director, National Network of Libraries of Medicine, South Central Region at the Houston Academy of Medicine-Texas Medical Center Library
- Master of Arts in Library and Information Science-University of Arizona; Bachelor of Arts in Psychology-University of Colorado, Denver





GRANTS AND PROPOSAL WRITING

Michelle Malizia, MA
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The image shows two computer monitors on a desk. The left monitor displays a hand reaching out from the screen. The right monitor displays a hand holding a fan of US dollar bills, appearing to offer them to the hand on the left monitor. The background of the screens is a cloudy sky.

Agenda

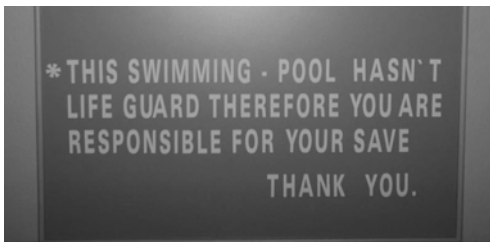
- Common mistakes
- Locating funding
- Basic elements of the proposal
- The budget
- Finishing touches
- Q & A



Ten Common Mistakes



1. Poor Writing



<http://www.flickr.com/photos/aizatto/334206557/>

2. Inaccurate Costs



<http://www.flickr.com/photos/chriswiegand/360919018/>

3. Typos

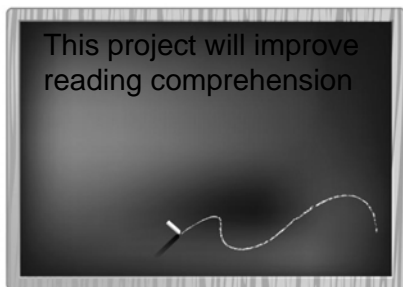


<http://www.flickr.com/photos/postbear/343998623/>

4. Budget ≠ Narrative



5. Vague Objectives



6. Last Minute Writing



7. Assuming Reviewers are Experts



<http://www.flickr.com/photos/marsdd/2986989396/>

8. Buzzwords/Jargon



http://www.flickr.com/photos/secret_canadian/2443452173/

9. Ignoring Instructions



<http://www.flickr.com/photos/mfilhart/3745067034/>

10. Idea \neq Grant Purpose





Show Me the Money!

The Match

- What types of projects is the funder interested in?
- Look for buzzwords or phrases:
 - Program Areas
 - Initiatives
 - Scope



Who are the Funders?

- Government (Federal, State and Local)
- Foundations
 - Private Foundations
 - Corporate Foundations
 - Community Foundations
- Associations
- Small Businesses



Funding Information Center

<http://www.dshs.state.tx.us/fic/>

Home
About Us
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FIC Home

- Grant Database
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- DSHS Funding
- About FIC
- Sub/Bc to Services
- Funding Alert
- FIC Books
- FIC Audio/Visuals
- Search Library Catalog
- Audio/Visual Library
- Medical and Research Library
- Records Management
- Center for Health Statistics

Funding Information Center

Our mission is to help organizations in Texas pursue public health funding opportunities by disseminating funding information through the Funding Alert and our website. Our services are limited to clients living in Texas.

Contact Us

Physical Address:
 Funding Information Center, Mail Code 1955
 Texas Department of State Health Services
 1100 West 49th Street, Tower Bldg., Rm. T-404
 (New Central Campus Austin, TX)
 Austin, TX 78756-3199

Postal Service Mailing Address:
 Funding Information Center, MC 1955
 Texas Department of State Health Services
 P.O. Box 149347
 Austin, TX 78714-0347

Toll Free: 1-888-963-7111 ext.7684
 Phone: (512) 458-7684
 Fax: (512) 458-7683
 E-mail: fusion@dshts.state.tx.us

Quick Links

- Federal Register
- Foundation Center
- GRANTS.GOV
- Grantmakers.org Center
- NIH Grants
- Small Business Assistance.TX
- Small Business Development
- State Grants Team
- TEXAS ES&D
- Texas Register

Questions?

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Beginning the Process



Things to Remember

- Start early
- Review the RFP written guidelines
- Pay attention to deadlines



Before Starting to Write

- Gather background information
- Identify project needs
- Sketch a rough draft of the budget
- Determine who will write the proposal



Overall Tips on Writing

- Make a cohesive argument
- Avoid excessive “wordiness”
- Think of the reviewer – no unnecessary information
- Have someone else read the proposal



Break



SECTIONS OF THE PROPOSAL

Summary statement

- Your project in a nutshell
- Answer: who, what, how, how much
- "TV Show Description"
- Also known as an executive summary



Identification of Need

- What is the need?
- How do you know?
- How will your project address that need?



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Target Population



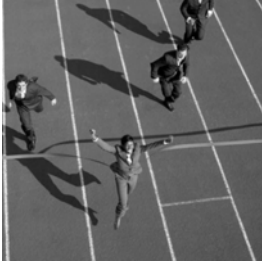
- Census Bureau: <http://www.census.gov>
- Fedstats: <http://www.fedstats.gov/>

Project Plan

- Specific activities to achieve the objectives
- Describe
 - What
 - How
 - How long
 - Project staff



Goals and Objectives: Goals

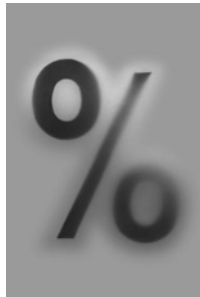


- Goal: broad statement of the result of change
- General aka "Mushy"
- Ideally what will happen?

Goals and Objectives: Objectives

Types:

- Behavioral
- Performance
- Process
- Product



Organization Information



- Size
- Employees
- Date founded
- Services or facilities

Evaluation

- Determine the success of project
- Must be measurable and quantifiable
- Evaluate each goal and objective





Break

The Budget



Indirect Costs

- Costs not readily identifiable with a particular cost objective, but necessary to the operation of the institution to conduct the activities it performs
- Some grants do not allow or cap the level of indirect cost



Be realistic and complete

- Ensure that the RFP allows for funding of the items included in your narrative
- Include everything that you will need to complete your project
- Contact funder with questions

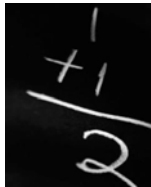


In kind contributions

- In kind contributions or waived fees must be stated or discussed in the proposal
 - Staff?
 - Equipment?
- Tip: Be as explicit as possible in all descriptions in the narrative. Reviewers are not as familiar with your concepts or environment as you are.

Final Budget Thoughts

- Ensure that your figures add up correctly
- Ensure that your proposed budget does not surpass the total funding amount



Putting it Together

- Title: Make it descriptive, not clever
- Include a table of contents
- Do not bind the proposal
- Don't forget the appendices
 - Charts, graphs
 - Surveys
 - Letters of Support



Final Thoughts

- Plan, Plan, Plan
- Apply Early
 - Applications may take 9 months to go through the process
- Follow directions!!
- Learn from rejection
- Resubmit

Questions?

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Thank You!

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