



speaking, coaching, training, & such

# THE GRANT WRITING ACCELERATOR

## RESOURCE GUIDE

### FEBRUARY 2026

## **NEEDS STATEMENT**

### **How to Series Article**

[Need Statements: A Vital Element of All Grant Proposals - HayDay Services](#)

### **Glossary of Terms**

- Needs/Problem Statement – Outlines the compelling need/issue/problem faced by a community, population group, or area is facing that an organization (the grantee) proposes to address.
- Source Citations – a means of giving credit when certain information/material is coming from another source; said information can be quoted directly or paraphrased.

### **Data Resources for Needs Statements**

- **Useful Data for Atlanta Area Food Programs**
  - Atlanta Community Food Bank, Hunger by the Numbers - [Food Insecurity & Hunger Statistics in Atlanta, GA](#)
  - Feeding America, Map the Meal Gap Study - [Hunger & Poverty in the United States | Map the Meal Gap](#)

- **Demographic and Socioeconomic Data**
  - Census bureau – [www.census.gov](http://www.census.gov)
    - Learn how to navigate the website by watching videos, webinars, and tutorials here: <https://www.census.gov/data/academy.html>
    - Find tables, maps, and do more exploration here: <https://data.census.gov/>
  - Annie E. Casey Foundation
    - [www.aecf.org](http://www.aecf.org)
    - [www.aecf.org/kidscount](http://www.aecf.org/kidscount)
    - [KIDS COUNT Data Center from the Annie E. Casey Foundation](#)
  - State departments of community and economic development in Georgia:
    - <https://www.georgia.org/>
    - <https://dca.georgia.gov/>
  - National Association of Counties (NACo) – [www.naco.org](http://www.naco.org)
    - Each state also has its own association, in Georgia: <https://www.accg.org/>
  - National League of Cities (NLC) – <https://www.nlc.org/>
    - Each state has its own association, in Georgia: <https://www.gacities.com>
  - Bankruptcy by County Statistics - [Bankruptcy Statistics Data Visualizations](#)
  - Federal Bank of St. Louis (unemployment) - [Unemployment Rate \(UNRATE\) | FRED | St. Louis Fed](#)
  - Childcare Deserts - [U.S. Child Care Deserts](#)
  - Food Desert - [Food Access Research Atlas - Go to the Atlas | Economic Research Service](#)
  - Homelessness - [State of Homelessness: 2024 Edition - endhomelessness.org](#)
  - Homes with incomplete plumbing - [\(PDF\) The widespread and unjust drinking water and clean water crisis in the United States](#)
  - MIT Living Wage Calculator - [Living Wage Calculator](#)



- New Business by County - [Business Formation Statistics - Annual County Visualization](#)
- SVI - [SVI Interactive Map | Place and Health - Geospatial Research, Analysis, and Services Program \(GRASP\) | ATSDR](#)
- Transportation Deserts - [Transit Desert Research - Urban Information Lab - University of Texas at Austin](#)
- Vehicle Access - [Vehicles Available and Electric Vehicles | American Community Survey | U.S. Census Bureau](#)
- Wage Search - [OFLC Wage Search | Flag.dol.gov](#)
  
- **Educational and Institutional Data**
  - National Student Clearinghouse Research Center – [www.studentclearinghouse.org](http://www.studentclearinghouse.org)
  - National Science Foundation – [www.nsf.gov/statistics](http://www.nsf.gov/statistics)
  - Community College Survey – [www.ccsse.org](http://www.ccsse.org)
  - Dropout rates
    - [www.childtrends.org](http://www.childtrends.org)
    - [www.dosomething.org](http://www.dosomething.org)
  - NCES school/district/college search - [Search for Public School Districts](#)
  
- **Educational Data (IHEs)**
  - Higher Education – [www.higheredinfo.org](http://www.higheredinfo.org)
  - State higher education commissions, in Georgia - <https://gnpec.georgia.gov/>
  - State Higher Education Executive Officers Association – [www.sheeo.org](http://www.sheeo.org)
  - FAFSA completion Report by year - [FAFSA® Completion by High School and Public School District | Federal Student Aid](#)
  
- **Educational Data (K12)**
  - National Center for educational statistics
    - Quick tables – <http://nces.ed.gov/quicktables>
    - Fast facts – <https://nces.ed.gov/fastfacts/>



- Large City District Profiles (Specific locations) - [Profiles](#)
- **Workforce Data**
  - Bureau of Labor Statistics – [www.bls.gov](http://www.bls.gov)
  - Bureau of Economic Analysis – [www.bea.gov](http://www.bea.gov)
  - Individual State Departments of Labor, in Georgia – <https://dol.georgia.gov/>
  - US Department of Labor Regional Links – [www.doleta.gov/regions](http://www.doleta.gov/regions)
  - Health workforce information center – [www.innovations.ahrq.gov](http://www.innovations.ahrq.gov); the agency for healthcare research and quality
- **Literacy, Health, and Crime**
  - Adult education – LINCS <https://lincs.ed.gov>
  - Reading is Fundamental – [www.rif.org](http://www.rif.org)
  - CDC – [www.cdc.gov](http://www.cdc.gov)
  - Association of State and Territorial Health Officials – [www.astho.org](http://www.astho.org)
  - Individual State Departments of Health, in Georgia - <https://dph.georgia.gov/>
  - Bureau of Justice Statistics – [www.bjs.gov](http://www.bjs.gov)
  - Air Quality Index - [AirNow.gov](http://AirNow.gov)
  - American Lung Association - [Research & Reports | American Lung Association](#)
  - American’s Health Rating - [America’s Health Rankings | AHR](#)
  - Asthma - [Asthma and Allergy Research | AAFA.org](#)
  - Children’s Health - [State of Childhood Obesity](#)
  - County Health Data - [County Health Rankings & Roadmaps](#)
  - Drug use amongst teens - [Teenage Drug Use Statistics \[2023\]: Data & Trends on Abuse](#)
  - Equitable Water Access - [static1.squarespace.com/static/5e80f1a64ed7dc3408525fb9/t/6092ddcc499e1b6a6a07ba3a/1620237782228/Dig-Deep\\_Closing-the-Water-Access-Gap-in-the-United-States\\_DIGITAL\\_compressed.pdf](http://static1.squarespace.com/static/5e80f1a64ed7dc3408525fb9/t/6092ddcc499e1b6a6a07ba3a/1620237782228/Dig-Deep_Closing-the-Water-Access-Gap-in-the-United-States_DIGITAL_compressed.pdf)



- FBI arrests, 2019 - [FBI — Cities and Counties Grouped by Size \(Population Group\)](#)
  - FBI crime explorer - [cde.ucr.cjis.gov/LATEST/webapp/](#)
  - Fine Particle Pollution from wildfires and other sources - [AirNow Fire and Smoke Map](#)
  - March of Dimes - [Perinatal Data Center | March of Dimes](#)
  - Maternity Care Deserts - [March of Dimes Maternity Care Deserts Dashboard | Deloitte US](#)
  - Medical Health Desert type maps - [Care Deserts](#)
  - Medical Healthcare Desert Map - [Healthcare Deserts, County by County | Created with Datawrapper](#)
  - Teen Pregnancy - [NCHS Data Visualization Gallery - Teen Birth Rates for Age Group 15-19 in the United States by County](#)
  - Wildland Fire Survery - [Statistics | National Interagency Fire Center](#)
  - Wonder (CDC) - [CDC WONDER](#)
  - Youth Risk Behavior Surveillance System Data - [Youth Risk Behavior Surveillance System \(YRBSS\) | Youth Risk Behavior Surveillance System \(YRBSS\) | CDC](#)
- **Evidence-Based Best Practices**
    - Noodle Tools – [www.noodletools.com](#)
    - US Government Open Data – [www.data.gov](#)
    - Education Resources Information Center – [www.eric.ed.gov](#)
    - What Works Clearinghouse – [https://ies.ed.gov/ncee/wwc/](#)
    - Tiered-Evidence Grants – [www.gao.gov/products/GAO-16-818](#)
    - [www.usafacts.org](#) – takes data from 77 governmental sites and shows how grant money helps the people it serves
    - [www.usaspending.gov](#) – the official open data source of federal spending information, including information about federal awards such as contracts, grants, and loans
  - **Other Data Points**
    - Art Vibrancy by State and County - [Arts Vibrancy Index - DataArts](#)



- Endangered Species - [Endangered Species | U.S. Fish & Wildlife Service](#)
- Major Weather Events - [Storm Events Database | National Centers for Environmental Information](#)
- Ocean Reports - [Marine Cadastre | OceanReports](#)
- Yale Environmental Resources - [Public Environmental Data - Environmental Data - Yale University Library Research Guides at Yale University](#)

### **Fundraising HayDay Podcast Episodes**

- [S3, E10 – What Your Program? A Needs Assessment Deep Dive](#)
- [S4, E12 – From Novels to Grants, It’s All Research and Storytelling](#)
- [S4, E14 – Earmarks, Quality Data, and Difficult Conversations](#)
- [S6, E6 – Show Me the Data](#)
- [S8, E14 – How To: Tracking Down Data for Needs Statements](#)



# PROGRAM DESCRIPTION

## How to Series Article

<https://haydayservices.com/how-to-write-an-effective-program-description-for-your-grant-application/>

## Glossary of Terms

- Evidenced-Based Program Design – The process of creating a program based on credible research/information to achieve the best possible results (outcomes).
- Strategic Plan – A tool of an organization detailing their purpose and goals, beyond the immediate future, and action steps to achieve those goals.

## Fundraising HayDay Podcast Episodes

- [S1, E8 – Getting to Know your Organization, Community, and Clients](#)
- [S6, E1 – Stop Chasing the Money](#)
- [S7, E19 – How To: Letters of Support](#)



# BUDGET

## How to Series Article

### How to Build Strong Budgets for Grant Proposals - HayDay Services

#### Glossary of Terms

- Allocable – distributed for a particular purpose
- Allowable – allowed, particularly within a set of regulations.
- Cost Sharing or Matching – portion of costs associated with a grant program that is NOT funded by the funding agency; terms are often used interchangeably.
- Direct Costs - according to the [Mott Foundation](#), “those for activities or services that benefit specific projects, e.g., salaries for project staff and materials required for a particular project; because these activities are easily traced to projects, their costs are usually charged to projects on an item-by-item basis.”
- Fiscal Year – a 12-month period chosen by an organization to lineup with planning, budget, and revenue cycles; typical Fiscal Years include January 1 – December 30; July 1 – June 30; or October 1 – September 30.
- Funding Period – period of time when grant funding is available to be spent; typically coincides with the submitted grant budget.
- Grant Budget – the financial plan for the project/program that a funder approves and funds; may include both a funding request and a match requirement.
- In-direct Costs - according to the [Mott Foundation](#), “those for activities or services that benefit more than one project. Their precise benefits to a specific project are often difficult or impossible to trace. For example, it may be difficult to determine precisely how the activities of the director of an organization benefit a specific project.”
- In-kind Donation – according to the Ford Family Foundation, “services, material, equipment or labor contributed to the project or organization at market or below-market value that are necessary for the project and would otherwise be paid from the project budget.”



- Match – See Cost Sharing
- Necessary – required to be achieved.
- Organizational Budget – tracks income and expenses of your organization, typically for the fiscal year; helps in making operational decisions and planning for long- and short-term goals.
- Program Budget – expenses and revenues related to a specific program or project within the organizational budget.
- Reasonable – having sound judgement; fair and sensible.
- Year End Financials – completion of any one-year or 12-month accounting period (fiscal year); year-end financial statements provide insights into a business’s performance.
- Third Party In-Kind Contributions – the value of non-cash contributions that benefit a project/program and are donated by a third party (not the funder and not the grantee).

### **Budget Resources**

- The University of Utah, Office of Sponsored Projects, Sample Budget Justification  
[https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fosp.utah.edu%2F\\_doc%2Fnih-budget-justification.doc&wdOrigin=BROWSELINK](https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fosp.utah.edu%2F_doc%2Fnih-budget-justification.doc&wdOrigin=BROWSELINK)
- Get Fully Funded Article, 8 Tips to Strengthen Your Grant Budget, by Leah Holt <https://getfullyfunded.com/8-tips-to-strengthen-your-grant-budget/>

### **Fundraising HayDay Podcast Episodes**

- [S1, E11 – It’s Not ALL About the Writing: Budgets](#)
- [S4, E8 – Better Budgets Win More Grants](#)
- [S6, E12 – A Direct Approach to In-Direct Costs](#)
- [S7, E12 – Travel Tips When Using Grant Funds](#)



# **Sustainability**

## **How to Series Article**

### **Sustainability in Strategic Planning: A Guide for Grant Professionals - HayDay Services**

#### **Glossary of Terms**

- Sustainability – According to the Brundtland Commission for the United Nations in 1987, “Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

#### **Answering the Sustainability Question in a Grant Application**

##### **HOW NOT TO ANSWER**

- ✓ Do not leave the section blank.
- ✓ Do not write “not applicable.”
- ✓ Do not simply state, “We will continue to apply for grant funding.”
- ✓ Do not put inaccurate information.
- ✓ Do not provide vague answers – reviewers see a non-answer for what it is.

##### **A BETTER THAN NOTHING ANSWER**

- ✓ Mention a sustainability plan.
- ✓ Talk about other funding your organization has in hand.
- ✓ Discuss plans for funding.
- ✓ As you can see from the examples below, it’s better than leaving the section blank, but it will not get a competitive score because key details are missing.



### ***Example 1:***

The City of Grantville has a sustainability plan for the ABC Program. In addition to this grant application, we have submitted five other applications this fiscal year, three of which have been awarded to date. The ABC Program is managed by a program director and three associates, all of whom are funded with dedicated funds in our city's annual operating budget. We continue to seek alternative funding and plan to increase funding through a fundraising event and collaboration with area nonprofits.

### ***Example 2:***

Change The World Nonprofit has a sustainability plan. The Executive Director will work with the part-time grant writer to submit three additional grants supporting the ABC Program. The Big Bucks Foundation recently awarded a grant to Change the World. We will continue to seek other grant funding opportunities and hope to return to our fundraising event that was postponed due to COVID. Collaborations with local nonprofits are a top priority for Change the World and those we serve.

### **THE BEST ANSWER**

- ✓ Be specific about your sustainability plan.
- ✓ Talk about staff and elected officials/board members and their role in the process.
- ✓ Share what aspects of the plan you have implemented already and to what extent they have been successful.
- ✓ Talk about next steps and give timelines.



### **Example 1:**

The City of Grantville’s ABC Program Director spearheaded a five-year sustainability plan to ensure continued funding for this great need in our community. On September 1, 2021, Grantville’s City Council approved the ABC Program Sustainability Plan and immediately put the plan into action. The plan outlines a diversified funding portfolio to ensure the program’s success beyond a single grant funding source. To date, the following activities have been enacted:

- The ABC Program Director created a nonprofit community roundtable, inviting all area nonprofits to a monthly meeting to discuss opportunities for collaboration. In four short months, we have already reached out to four area nonprofits to discuss how to begin sharing resources in service overlaps. This has the potential to save the City of Grantville \$20,000 per year.
- The Grantville City Council approved funding in the 2022 budget for a part-time grant consultant. The grant consultant will provide prospect research relative to other grant funding sources and grant proposal development services to increase the odds of grant award funding.
- The Grantville Special Events Coordinator is working with the ABC Program Director to incorporate an annual 5K race, with all proceeds to benefit the ABC Program. This event is expected to bring \$10,000 to the program based on similar races in the region.
- The Grantville Finance Department is analyzing spending across all programs to determine if any funding can be redirected to the ABC Program in future fiscal years.

By expanding our sources of revenue (grants, fundraising, in-kind contributions/collaborations), we expect to raise a minimum of \$50,000 for the program. In addition, the City of Grantville will continue to fund the following expenses associated with the program: utilities (\$10,000), ABC Program Director and three associate personnel salary and benefits (\$200,000), office supplies (\$1,000), and technology expenses (\$5,000).



Together, we will ensure the continued success of ABC Program, and the 25,000 individuals served annually.

***Example 2 (allowing for a tight word count (200/200) often required for online applications to private foundations):***

Sustainability is one of five core priorities of Change The World's (CTW) 2022-2023 strategic plan (uploaded as an optional attachment). Strategies for financial sustainability include increasing individual giving by 15% in 2022-2023 through a new online monthly donor club, targeted major donor appeals, a new spring direct mail appeal, and a Board-led challenge gift for end-of-year/holiday giving in 2022 and 2023. We added five new prospects to the grants calendar for an additional \$85,000 in grant applications in the next 18 months. Building on the success of our first external training contract in 2021, we will offer four trainings in how to be a fabulous non-profit in 2022 with virtual and in-person attendance options—increasing our fee for service revenue by 30%. CTW is also partnering with the XYZ restaurant group to offer venue rental packages for our community meeting room and side garden. By hosting the Save The Squirrels monthly board meetings at our facility, CTW will receive five half-day staff training in project management, communication, and acorn sorting. We are grateful for the continued support of the BIG BUCKS Foundation. Your ongoing support has helped secure additional foundation grants that allow us to serve more families in need.

**Sustainability Resources**

Build your sustainability AND educate your organization about its importance/value.

- [Have a Fundraising Plan, Work the Plan, Improve the Plan | National Council of Nonprofits](#)
- [Top Funding Sources for Nonprofits and Charities in 2021 | Donorbox](#)
- [Charitable Giving Statistics - NPTrust](#)



- [2021PolicyIssuePaperLocalTaxes.pmd \(texas.gov\)](#)
- [Essentials-of-Collaboration-with-Govt.pdf \(cof.org\)](#)
- [Pine Street Inn and hopeFound: Combining Resources to Provide Long-Term Homes to the Homeless | Bridgespan](#)
- [The Essential Fundraising Plan Template for Nonprofits \(alysterling.com\)](#)
- [Surviving COVID-19: Having A Nonprofit Sustainability Plan - Araize](#)
- [How Diversifying Nonprofit Revenue Can Increase Funding - Araize](#)
- [City of Roswell Nonprofit Partnership Program | Roswell, GA \(roswellgov.com\)](#)
- [Sustainability Plan - Sample Verbiage - Funding for Good](#)

### **Fundraising HayDay Podcast Episodes**

- S1, E2 – [Collaboration and Why You Should Do It](#)
- S4, E9 – [Don't Hate, Collaborate: Social Grant Responsibility](#)
- S5, E11 – [How To: Sustainability](#)
- S5, E12 – [Building More Inclusive Relationships with Stakeholders](#)
- S7, E14 – [Giving USA 2024](#)



# GOALS AND OBJECTIVES

## How to Series Article

<https://haydayservices.com/how-to-craft-winning-goals-and-objectives/>

## Glossary of Terms

- Activities – Things done by staff and through programming, typically with the use of resources/inputs.
- Goals – Long-term, broad impact, overarching statement; may not be achievable.
- Impact – Typically long-term change.
- Inputs – Resources needed to implement activities.
- Logic Model – Per the Centers for Disease Control and Prevention Guidance, “A graphic depiction (road map) that presents the shared relationships among the resources, activities, outputs, outcomes, and impact for your program. It depicts the relationship between your program’s activities and its intended effects.”
- Objectives – Concrete achievements; step by step statements; expect to achieve.
- Outcomes – Changes that occur because of activities and outputs.
- Outputs – Created as a result of the activities – products, capacities, deliverables.

## Goals and Objectives Examples

Many grant proposals require you to write goals and objectives for your program. Above is a definition of each. Reminder: objectives should be SMART – specific, measurable, achievable, realistic, and timebound. Below are a few examples. To see more, check out this resource:

<https://www.haasjr.org/grants/for-current-grantees/sample-objectives>



Goal: Create a smoke-free community.

Objective: By the conclusion of the 6-week “Smoking Cessation Program” 72% of 50 participants will self-report that they have stopped smoking.

Objective: Twenty-five percent of 50 participants completing the 6-week “Smoking Cessation Program” will be smoke-free for at least one year as measured through self-reporting and interviews with household members.

Goal: Eliminate crime in Grant City.

Objective: Suspicious activity/petty crime reports from concerned citizens living in communities where community affairs officers have distributed Neighborhood Watch safety program educational materials will increase by 100% over the previous 12-month reporting period, during which there were 23 reports filed. This will be measured by case reports filed by the community affairs officers and tracked in the XYZ data system.

Objective: Arrest and conviction rates for property crimes will increase by 25% or more in communities where Neighborhood Watch safety program educational materials have been distributed. Police and court records will be used to compare arrest/conviction rates in the 12 months prior to and following distribution of these materials.

Goal: 100% graduation rate for Grant County School System.

Objective: Eighty percent of 1,315 students in the classrooms of middle school teachers will respond appropriately to the teacher’s first behavioral warning. Daily incident logs from the 2023-2024 academic year will be used to measure progress.



Objective: By the end of the 2023-2024 academic year, 72% of Grant Middle School's students (946 of 1,315) will pass end of year testing in Math with a score of 3 (out of 5) or higher. This will be measured by test scores provided by the ABC testing system.

### **Logic Model Resource Guides**

- W.K. Kellogg Foundation Logic Model Development Guide - [https://www.betterevaluation.org/sites/default/files/2021-11/Kellogg\\_Foundation\\_Logic\\_Model\\_Guide.pdf](https://www.betterevaluation.org/sites/default/files/2021-11/Kellogg_Foundation_Logic_Model_Guide.pdf)
- State of Michigan's Logic Model: A Beginner's Guide - [https://www.michigan.gov/-/media/Project/Websites/leo/Folder20/Developing\\_a\\_Logic\\_Model\\_Guidex.pdf?rev=d4c120d3afc248e98404450806b4db30](https://www.michigan.gov/-/media/Project/Websites/leo/Folder20/Developing_a_Logic_Model_Guidex.pdf?rev=d4c120d3afc248e98404450806b4db30)
- Department of Health and Human Services Logic Model Tip Sheet - [https://www.acf.hhs.gov/sites/default/files/documents/prep-logic-model-ts\\_0.pdf](https://www.acf.hhs.gov/sites/default/files/documents/prep-logic-model-ts_0.pdf)

### **Fundraising HayDay Podcast Episodes**

- [S5, E6 – How To: Goals and Objectives](#)
- [S7, E16 – How To: Logic Model](#)



# EVALUATION

## How to Series Article

### [How to Write a Compelling Evaluation Plan for Your Grant Proposal - HayDay Services](#)

#### Glossary of Terms

- Evaluation – The process by which the results and impacts of a funded project are measured and analyzed.
- Formative Evaluation – Ongoing evaluation, conducted during the grant period. Purpose is to identify areas for improvement and make changes, as needed, along the way.
- Qualitative Data – Anything that can be counted or measured.
- Quantitative Data – Things that can be observed, but not measured.
- Summative Evaluation – Evaluation of data collected and analyzed at the end of the grant period. Purpose is to measure the overall success of the project/program in relation to its goals and objectives.

#### Evaluation Resources

- A Guide to Writing a Program Evaluation Plan - [https://www.ruralcenter.org/sites/default/files/Evaluation\\_Plan\\_Guide\\_Allied.pdf](https://www.ruralcenter.org/sites/default/files/Evaluation_Plan_Guide_Allied.pdf)
- How to Write the Evaluation Section of Your Grant Proposal - <https://www.liveabout.com/grant-proposal-evaluation-section-2501961>
- Formative vs. Summative Evaluation [Formative versus Summative Evaluation: difference, examples \(evalcommunity.com\)](#)



- Quantitative vs. Qualitative Data  
[Quantitative vs Qualitative Data: What's the Difference?](#)  
([careerfoundry.com](http://careerfoundry.com))

### **Fundraising HayDay Podcast Episodes**

- S6, E3 – [How To: Evaluation](#)

**For more helpful resources and tips about all things grant-related, please subscribe to the HayDay Hot Takes Newsletter: <https://haydayservices.com/#newsletter-subscribe>.**

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