



## Brings You: Grant Writing 201

Telling Your Story Through Data,  
Program Planning and Description,  
Sustaining Services Post-Grant



1

## HayDay Services

**Home of the Grants Lab & the  
Fundraising HayDay Podcast**

**Kimberly Hays de Muga & Amanda Day** –  
speakers, coaches, trainers, podcasters

- Combined 50+ years of grant & fundraising experience
- Grant Professional Certified (GPC)
- International Grant Trainers – more than 20,000 students
- **Leadership at board levels:** Grant Professionals Association (GPA), Grant Professionals Certification Institute (GPCI), Grant Professionals Foundation (GPF), and Georgia GPA chapter
- Amanda – 2024 Grant Professionals Class of Distinguished Fellows



2

## Poll—Grants and You! Part one

Which category best describes how much experience you have writing grants?

- What are grants? I'm just here for a good time, not a long time
- 1-11 months
- 1-3 years
- 4-7 years
- 8+ years



3

## Poll—Grants and You! Part 2

How many grants do you (or your agency) write in an average year?

- 0
- 1-3
- 4-7
- 8-10
- 10+



4

## NEEDS/PROBLEM STATEMENT

DEFINE using definitions/ descriptions from trusted, authoritative sources.

DESCRIBE how the problem affects your community/region served. Be specific. Paint the whole picture.

SUBSTANTIATE AND COMPARE using data and stories.



5



It is not what your AGENCY needs; it is what the COMMUNITY needs



6

## Helpful Resources from the Atlanta Community Food Bank

- Map the meal gap – data on food insecurity at the county level:  
<https://map.feedingamerica.org/>
- Oasis - The Atlanta Community Food Bank provides a shared, no-cost platform called Oasis Insights, a client services database designed for food banks and their network of partner agencies to enter client records and client assistance directly:  
<https://forms.office.com/Pages/ResponsePage.aspx?id=tLlyxgctSkajHLWkRL8p01qEXDy-n-pOjxKOHajse7hUOUJET09YUVcwNkxTSjdFMU9QTTE5QIE1MyQIQCN0PWcu>
- Neighbor Survey – a data access point from ACFB:  
<https://forms.office.com/Pages/ResponsePage.aspx?id=tLlyxgctSkajHLWkRL8p078EoiliM1NOiz3PGozlOqhUQ085M09UR1A0TUhSQU9ZTkc1OFYzSVM5Ri4u>

**NOTE:** Resource guide is FULL of helpful sites for finding quality, current, and useful data



7

## Why Good Data is Important

- If you can't demonstrate need, you're not going to get the grant
- Funders want to see information and data from reliable sources
- Comparison data can help highlight why your community needs the help
- Be sure to share where your data is from and keep a running list in case you need to cite something



8

## Stakeholder Input

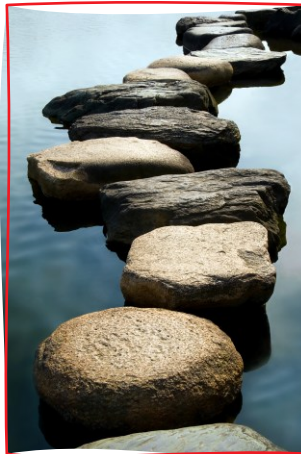
Gather and use existing input from stakeholder groups – e.g., community members, local officials, service providers



9

## Bridge the Gap

Identify gaps in current community needs and the desired outcome and prioritize them



10

## PROGRAM / PROJECT DESCRIPTION



11

### How do you know if a program or project is suitable for grant funding?

- Understand the components common to every grant
- Compare to your top funding priorities
- **DON'T CHASE THE MONEY!**



12

## Grants Fix Everything, Right? (Spoiler Alert – NO THEY DO NOT)



### Grants DO

- Augment Program/Project Supplies and Staff
- Expand Capacity
- Start Programs or Construction Projects
- Purchase Equipment

### Grants DO NOT (Typically)

- Increase Administrative Staff
- Cover General Operations or Budgeted Costs
- Pay Off Debt
- Renew Automatically Without Reporting



13

## PROGRAM DESCRIPTION/ METHODOLOGY

- What program/project are you implementing?
- What are you doing with the money requested?
- Answer ALL the questions the funder provides:
  - Who?
  - What?
  - When?
  - Where?
  - How?



14

## What was the planning process for this project/program?

- When did it begin?
- Who was involved?
- Did this come out of a strategic plan?
- Is this based on another agency's program?
- Sharing these details lends credibility to your program.



15



## Evidenced-Based Program Design

- Modeled on successful programs in similar situations
- Modeled on research in peer-reviewed journals
- Adapted from data proving local need
- Received input from community members, partners, etc.



16

## Program Capacity to Complete and Manage

- Who's running what?
- Why are they qualified to do so?



17



## Administrative/ Grant Management Capacity

- Who's running what? (procurement, accounting, reporting, etc.)
- Why are they qualified to do so?



18

# TYPICAL ATTACHMENTS



19



# LOGIC MODEL



20

# SUPPORT LETTERS

## SUPPORT LETTERS

- Show excitement for project
- Explain how project will benefit letter writer or those they represent

## LETTERS OF COMMITMENT

- Detail relationship between your organization & theirs
- Commitment to the project – providing money, volunteers, etc.



21

# LETTER WRITING DOS AND DON'TS

- DO draft letter and send to signer for edits
- DON'T send the same draft to multiple people – no one will make changes
- DO ask signee to put letter on official letterhead with a “wet” or digital signature
- DO follow funder’s instructions to submit letters
- DO follow directions on how many letters to submit; if no guidelines, three is a nice number
- DON'T wait until the last minute



22



## OTHER DOCUMENTS YOU MIGHT HAVE TO CREATE

- Job Descriptions
- Resumes/Bios
- MOUs/MOAs
- Program Budget
- Board of Directors List
- Location Maps
- Annual Report
- Org Chart



23

## Definition of Sustainability

**Meeting the needs of the present without compromising the ability of future generations to meet their own needs.**

**Source: Brundtland Commission for the United Nations, 1987**

GO TO: Evaluation &  
Sustainability Assignment,  
Sustainability Section, Page 1



24

## 5 Ways to Diversify Your Fundraising for Sustainability

- 1) Money
- 2) In-kind / Operational
- 3) Collaboration
- 4) Redesigning Operations
- 5) Alternative Sources of Revenue



25



# MONEY

Where it comes from & how to raise those funds...



speaking, coaching, training, & such

26

Funding Source	Government	Nonprofit
Public (government) grants	+	+
Private (foundation/corporate) grants	+	+
Individual Donations	+	+
Major Gifts/Endowments	+	+
Fees for Service	+	+
Planned Giving	+	+
Capital Campaigns	+	+
Corporate Sponsorships	+	+
Taxes	+	+

**Likelihood of funding opportunity**

+ Yes    
 + Not likely    
 + No



27

## In-Kind / Operational

- ✓ Volunteers
- ✓ Facility
- ✓ Equipment
- ✓ Staff



28

## Building Capacity / Diminishing Expenses

- ✓ Certification
- ✓ Train the Trainer
- ✓ Expanding the Overall Budget
- ✓ Reserves



29



# COLLABORATION

Sharing resources to save one another money



30

## You can share so much...

- Building / space
- Vehicles
- Staffing
- Equipment
- Technology
- Supplies – decreased costs when bought in bulk



31



## REDESIGNING OPERATIONS

Taking stock of what works, what doesn't, what could be improved, and how to do it



32

## ALTERNATIVE SOURCES OF REVENUE

- Provide consulting and/or training services
- Trade out services – I’ll do “x” and you do “y and z”
- Sell ad space – on website, blog, social media postings, etc.
- Renting facility space



33

## We have a question for you!

What one new thing are you going to try based on what we’ve talked about today?



34

## FREE RESOURCE ALERT!

One free month of grant searching in **Instrumentl**, an online database of foundation, corporate, and government grants – <https://instrumentl.com/?aff=hayday>



Instrumentl 1 Month FREE

HayDay Hot Takes Newsletter – <https://haydayservices.com/#newsletter-subscribe>



Free Weekly Grant Tips



35

## Where to find us!

HAYDAY SERVICES

[www.haydayservices.com](http://www.haydayservices.com)

[hello@haydayservices.com](mailto:hello@haydayservices.com)



36

# Grants 201 Workshop Evaluation



37

# ATLANTA COMMUNITY FOOD BANK GIVEAWAY!



38