

HLAA Chapter Development Workshop

I Can't Read Your Lips! Writing Proposals for Capital Campaigns



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August 16, 2022



Learning Objectives

- **Recognize and select** possible needs-based campaigns for your 501(c)(3) organization
- **Investigate and review** all appropriate grant-based funding sources for possible revenue
- **Construct and prepare** your campaign specific to funders guidelines



Background for Seeking Grants

- Leader of small chapter
- Member of Chamber of Commerce
- Can't read lips with masks worn around our town
- Mentioned this on Zoom meetings with business members
- Surprised many that I read their lips to understand them
- They suggested that I make clear masks for the community
- Would help solicit funding for project with grants from our area sponsors and community foundations



Grant Writing

How SCC Clear Windowed Mask Campaign Started

- **Investigated** available grants in our area – received referrals which helped shorted timing, endorsements, and awareness in the community
- **Was a good fit and had a story to tell** – i.e., could not read lips or hear with masks
- **Answered the right questions, using simple and effective language** to sell this project
- **Made friends with everyone in our area** including the new funders and leaders that would help with this project i.e., sewers, funders, and sponsors
- **Planted a new seed of information for the community** with generosity and reliability
- **Followed the rules implicitly**, exactly, and perfectly with all t's crossed and i's dotted
- **Celebrated** just enough to make the project function properly with expectations that there will be more joy on the horizon (use words and actions to say this)
- **Provided ample thanks** for everyone working on the project from start to finish

Understanding Terms & Actions

- **Nonprofits** – organization that is charitable, of an altruistic nature, and provides services for the community ; not for profit
- **Proposals** – grant writing that follows directions scrupulously, presents materials faultlessly and must be slanted specifically to the funding organization
- **RFPs (Requests for Proposals)** – foundations often send out these type of requests or notices with specific qualifications, deadlines and specific program coverage

Nonprofits

- Seek grants of any type including government, community and individual
- 501(c) (3) organizations
- Depend on grants for revenue
- Larger rewards are expensive, consider this in your plans and tracking

Proposals

- Strong and Compelling
- Need to document unmet need
- Show a clear path to where this is going
- Have strong relationships within the community
- Have concise and well-developed plan
- Develop partnerships & stakeholders with roles
- Need to SHOW & TELL; Virtual tour of community and their needs

➤ They also..

- Identify Targeted Population and service areas
- Use statistics
- Show stigma if prominent
- Must follow Instructions of grant to the “t”
- Know their funders
- Is anyone else looking at this same problem

RFPs (Requests for Proposals)

When Foundations ask for RFPs, this is what is generally included:

1. **Cover Letter** - Short Letter briefly describes proposal
2. **Executive Summary** – very brief overview of proposal
3. **Problem Statement** – compelling description of need
4. **Organizational Background** – Nonprofit's qualifications
5. **Goals and Objectives** – Hopes and results of project
6. **Strategies** – description of program, services, activities with desired results
7. **Evaluations** – assessed accomplishments
8. **Sustainability**- plan for continued funding
9. **Budget** – line-item summary & narrative of revenue and expenses

- Always...**KEEP IT SWEET AND SIMPLE (KISS)**
- **SUCCESS FOLLOWS THE MONEY**

Sun City Center Clear Mask Campaign

- Included clear windowed masks
- Education on how to use them
- Offered a hospital kit
- Included a second mask for caregivers
- Had a phone number or email for point of contact

Full-on Masks muffle Words and Sounds



Help Me to Understand You RIGHT NOW, BECAUSE - I CAN'T READ YOUR LIPS !!

- Reason for My Campaign
- Process of Learning about Grant Writing
- Learning and Submitting a Written Proposal
- Before and After Approval of Funding
- Management of Grant Funding and Campaign
- Measurement of Success
- Why more Campaigns and Grants ?



Reasons for the Campaign for Clear Windowed Masks

2019-2020

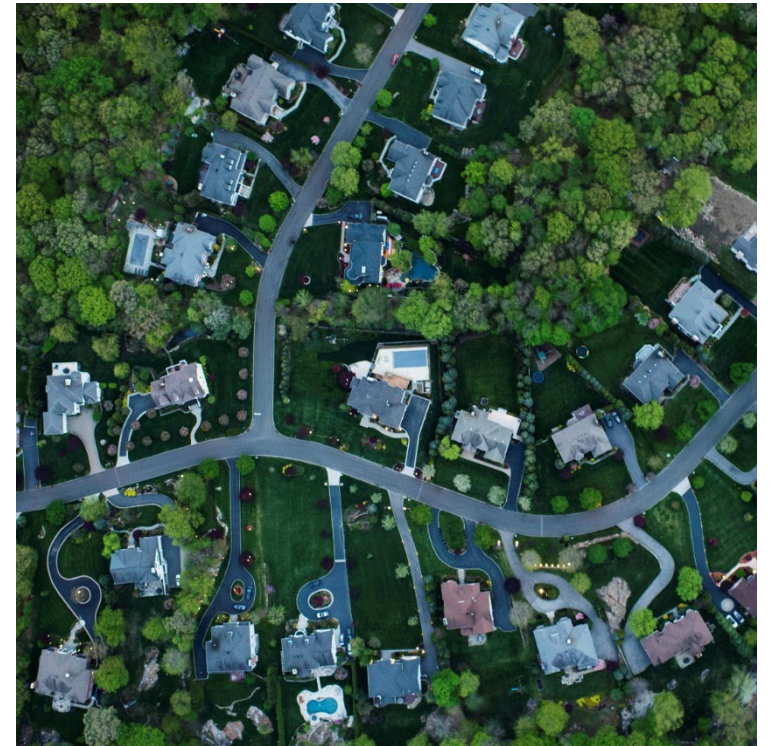


- Pandemic had just started to surround us
- Full-on masks are still required by workers inside businesses and all healthcare workers
- Hard of hearing/deaf/Deaf people still cannot read lips or hear muffled words
- Our targeted population received the clear windowed masks during the pandemic with the first campaign
- Initial education was done however revised education is needed to reinforce our communication needs
- New CDC standards for Clear Masks requires purchasing FDA approved masks

Process of Learning about Grant Writing

- Current revenue of donations did not address needs of our requirement of FDA – approved clear windowed masks for health care workers
- Previous Community Funding from last year's campaign is open for possible funding of new program
- Other Foundations and Community Grants in the State of Florida are available but must be researched for possible qualifications and competition
- Further evaluations into feasibility on possible stakeholders, partners, replication, and necessity of clear masks for healthcare workers in area is needed
- Develop strategies with input from partners willing to participate in the program

Sun City Center FL



Learning and Submitting A Written Proposal

- With ample feedback, encouragement from peers in the community along with direction on applying for a Grant, a virtual tour was done on the Funders website
- An outline of what was needed to complete the details of the proposal is written out for review
- Our community is made of many facets including: clubs, groups of likeminded people, a Chamber of Commerce, various points of interest and buildings, radio stations, Community Center, local newspapers, and support organizations that we rely on as a Residential Community
- With this baseline including the pandemic's restrictions, living a different lifestyle required inventing and striving to communicate in the best way possible
- Proposals were/are written to address the difficulties encountered by the 'hard of hearing' as they struggled to understand lip reading and full-on masks
- Proposals are instruments of education for businesses and communities in understanding how people with hearing loss have difficulty with all masks in understanding speech

Before and After Approval of Funding



- When the Proposal has been fully written and reviewed twice online, with all attachments reviewed, the document can be sent to the Funder
- If, and when, the Proposal has been approved, funding will help to underwrite what the program fees were meant to pay as outlined in your proposal
- While waiting for the funding, communication with stakeholders continues to assure the program's timetable will be feasible, applicable, and implemented as outlined
- Implement GO for the project with key workers so that action can be taken once funding has been received

Management of Grant Funding and Campaign

- As project takes off, watch and evaluate each step and provide funds as needed
- Track invoices on spreadsheet as project progresses
- Intermittent outreach to stakeholders for questions, timing, and project outcomes
- Story-telling, pictures and interviews of recipients in project can be submitted to radio stations, local newspapers, and broadcasts for greater knowledge and enjoyment of community
- Funders feedback is provided on an ongoing status as requested



Measurement of Success



- As the project begins to wrap-up/wind down, outcome becomes evident as feedback comes in from the community
- Summaries and spreadsheet data are documented as the numbers are completed
- An evaluation or survey can be sampled between the businesses/ healthcare facilities in testament to usefulness of the campaign
- A scheduled face-to-face meeting of key stakeholders allows for pictures and thanks for the volunteer time and effort applied for the campaign
- Final summary and data is submitted to the Funders showing the outcome of a successful mission; and thanks for their support of the campaign

Why More Campaigns and Grants ?

- I have not yet finished my work
- It takes one step and one person to start things and I want to do that right now
- Just as walking helps my body, elasticity helps my brain
- *NONPROFITS depend on grants for revenue*
- Education, information, support, and advocacy is needed for our communities to understand this invisible disability
- I and many others can't read lips with the masks used by everyone
- My first Clear Mask Campaign has not completely fulfilled its journey since full-on masks are still being used – The RULES have changed
- FDA approved clear masks are the next project



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Questions and Answers



Thank you!

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- Advocate and Educator for People with Hearing Loss
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Thank you for joining us today!

HLAA Chapter Leader Resources

<https://www.hearingloss.org/chapters-state-orgs/chapter-leader-resources/>

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