*Train the Trainer Notes – 1 Pagers*

**Family:** Development

**Topic:** Grant Writing

**Key Facts/Knowledge:**

* Fundraising behind the computer – persuasive writing
  + Government grants are like research papers
* Grant Writer is different that Major Gift Officer
* Three types of funders: Cover costs at different degrees
  + Private – issue specific, special interests; less regulated; may not cover admin costs – value qual
  + Corporate – expect public recognition; linked to business areas; opens up the door to volunteer partnerships – value qual
    - Donations are also write offs
  + Public – large amounts, multi-year contracts; heavy reporting requirement; there are renewal opportunities (in months); heavy in quant indicators (outputs)
* Three types of Grants:
  + General operating – no strings attached; flexible use funds
  + Program specific – rarely, funders will fund pilot projects; expand programs
    - Staff dedicated full time to a program is a programmatic expense
    - Testimonials and small numbers MATTER
    - Collaborations convey value (ex: referrals, etc.)
  + Capital campaign – earmarked monies. Ex: technology/software, buildings, etc.
    - Capital grant funders do not like being the first to support
* Tool:
  + Eligibility quiz
  + Letter of Intent – stating what you need and why / share org details
  + Proposal – narrative, attachments, specific questions

**Model/Framework:**

For a winning grant:

* Funder alignment
* Defining the need
* Persuasive writing

**Strategy Notes:**

* Competitiveness is linked to proven track record; ability to report on data and impact
* Follow the specs!
* The percentage of your ask will be assessed against your operation budget and judged.