



Attracting Support through Quality Grant Strategies

Mark Whitacre, GPC, Grant Writer/Coordinator, Kearney
Public Schools and Educational Service Unit 10



About Me



- Designed, written, and secured nearly \$50 million in grants from government and private funding sources
- Helped to develop 6 21st Century grant applications for central Nebraska communities--5 were funded
- Implemented grant strategies for after-school programs, technology, health, art, music, reading, science, math, and capital campaigns
- Grant Professional Certified (GPC)--the highest level of national certification possible--one of only 4 people in Nebraska to hold this designation

Highlights of This Session

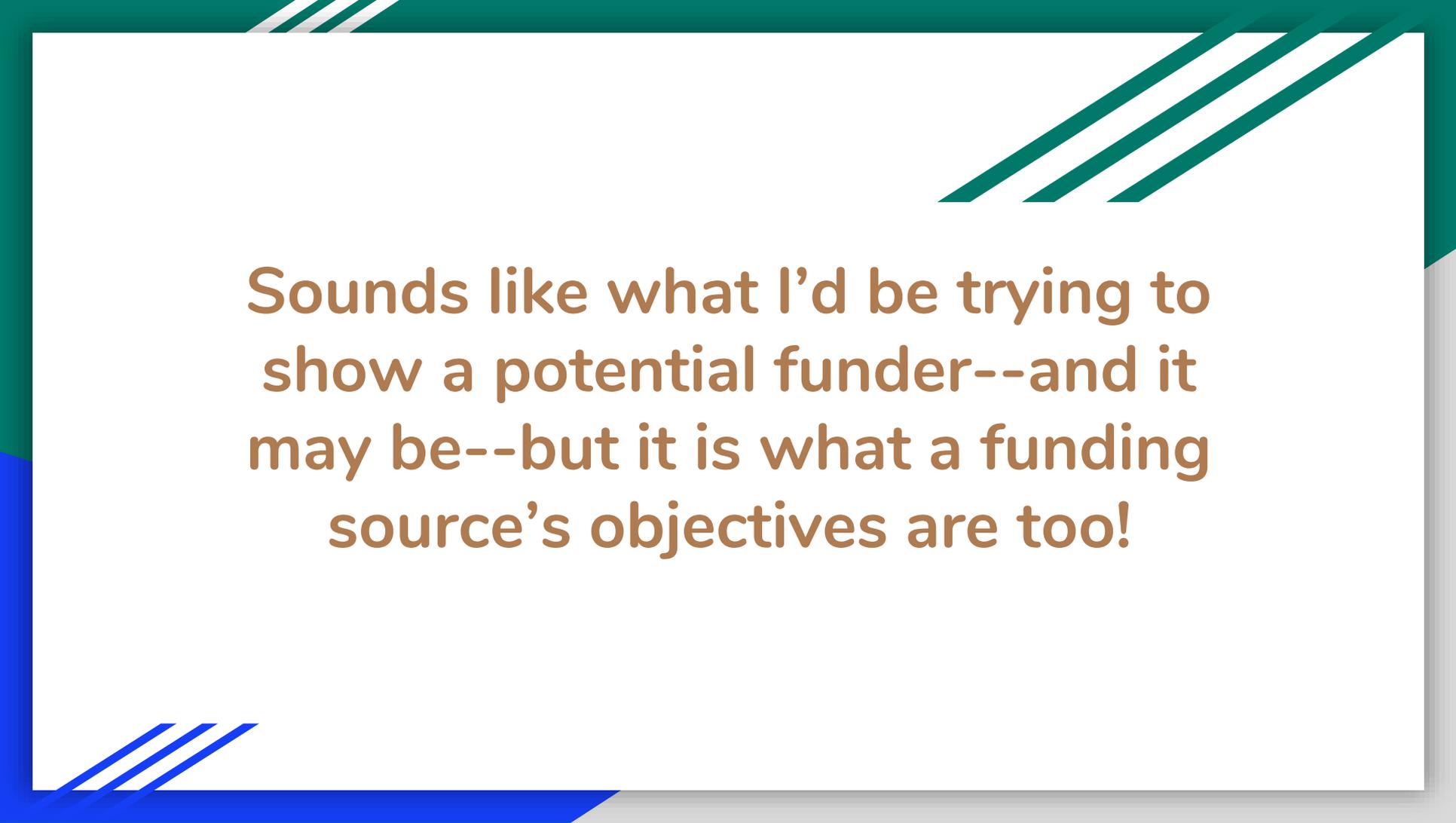
- Understanding the Nature of Grants
- Elements of a Grant Strategy
- Searching for Funding Sources
- Online and Community Resources for Funding Opportunities
- Proposal Development Tips
- Questions



Understanding the Nature of Grants

- Used to advance the mission of the organization
- To provide tools that allow conditions to improve for the target audience
- Temporary assistance to provide long-term conditions change





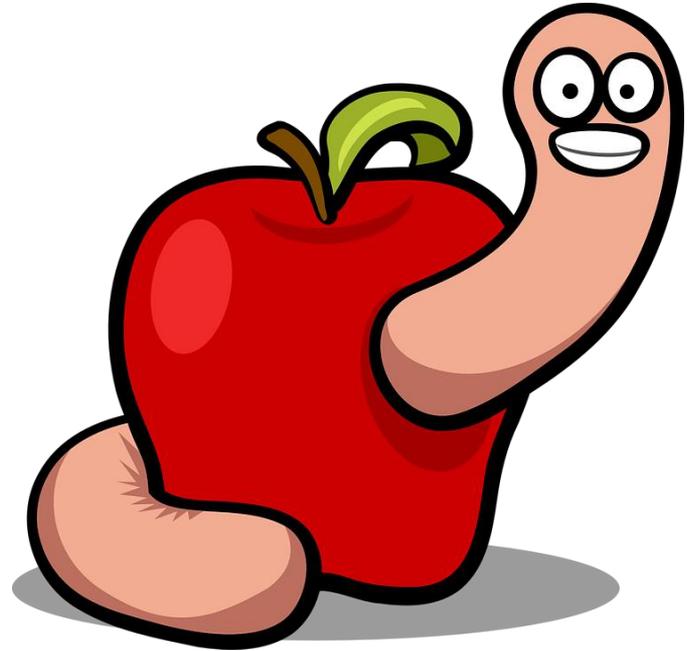
Sounds like what I'd be trying to show a potential funder--and it may be--but it is what a funding source's objectives are too!



The secret sauce is aligning what you want to what the funder wants

The Danger of Pursuing Unaligned Grants

- Wasting resource investments
- Scope Creep
 - Diluting organization mission, programs, and staff.
 - Venturing into uncharted waters

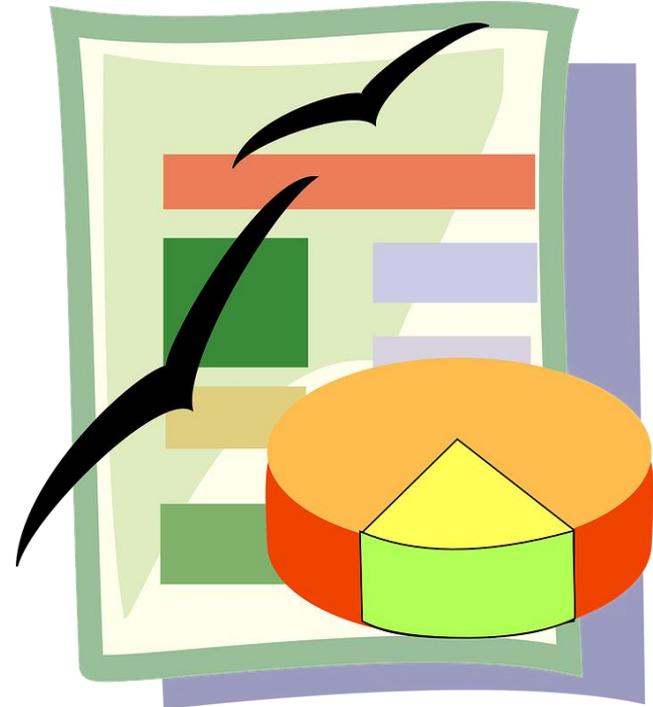




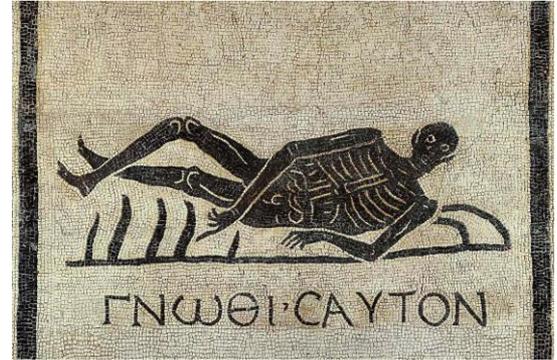
Elements of a Grant Strategy

Know Your Numbers

- Financial
- Demographics
 - Students
 - Families
- Evaluation Results/Data
- Staff Numbers and Qualifications



Know Thy Self



Organization

- Strengths/Weaknesses Organization
- Programmatic successes/challenges
- Administrative successes/challenges
- Staff success/challenges
- Financial

Target Audience

- Community environment
- Effective programs
- Resources (internal/external)
- At-risk characteristic

Design Your Project



- Clear Goals, Objectives, Activities
 - With a sensible timeline and evaluation measures
- Dissemination ideas
- Sustaining the project

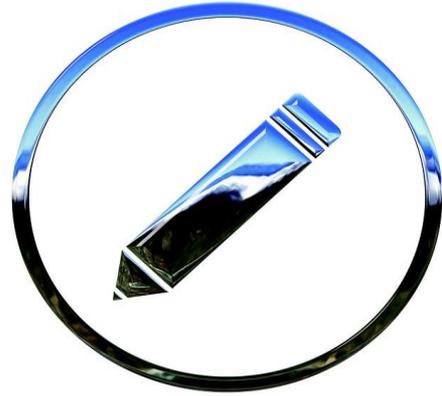
- Wish list of needed items and costs
 - Staff/training/travel
 - Materials/supplies
 - Technology
 - Contracted services

Voila!
A Grant
Proposal
Outline is Done!



Now What?

- Seek feedback
- Let the outline rest
- Modify/improve
- Conduct a grant search
 - To know the funding environment that your proposal is entering





Searching for Funding Sources

Elements of Finding Funding Sources

- Funders who give in the amount needed, or slightly larger
 - *Too large and it invites Scope Creep!*
- Funding sources with a similar interest
- Funding similar projects
- Eligibility requirements
- Application deadlines

Look local first then expand to regional, state, and national

- This encompasses government and private sources of funding

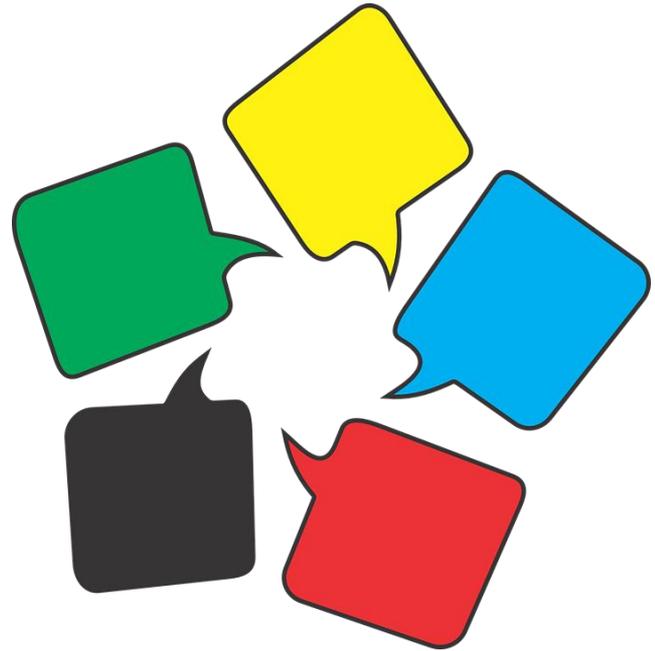


Contact funders to determine interest

- By phone
- By e-mail
- If local funding source, invite the funder to visit your program

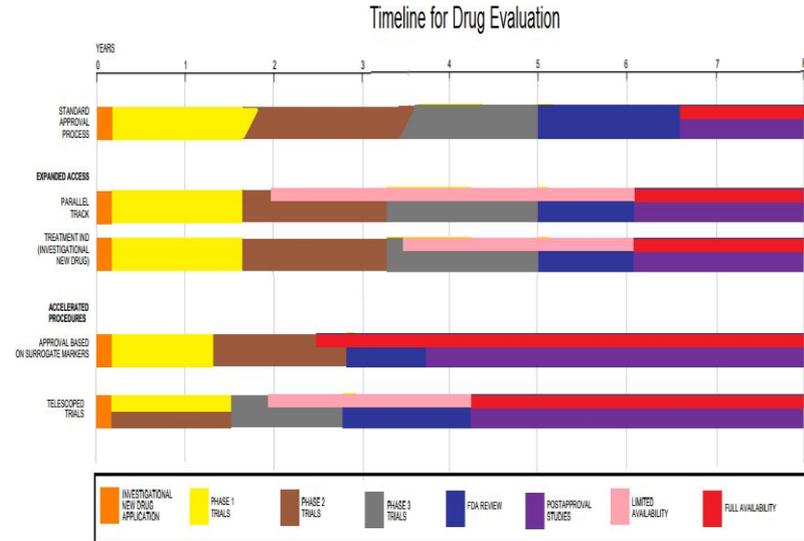
If there is interest, apply

- Track applications
- Keep in touch with potential funding source



If Funded

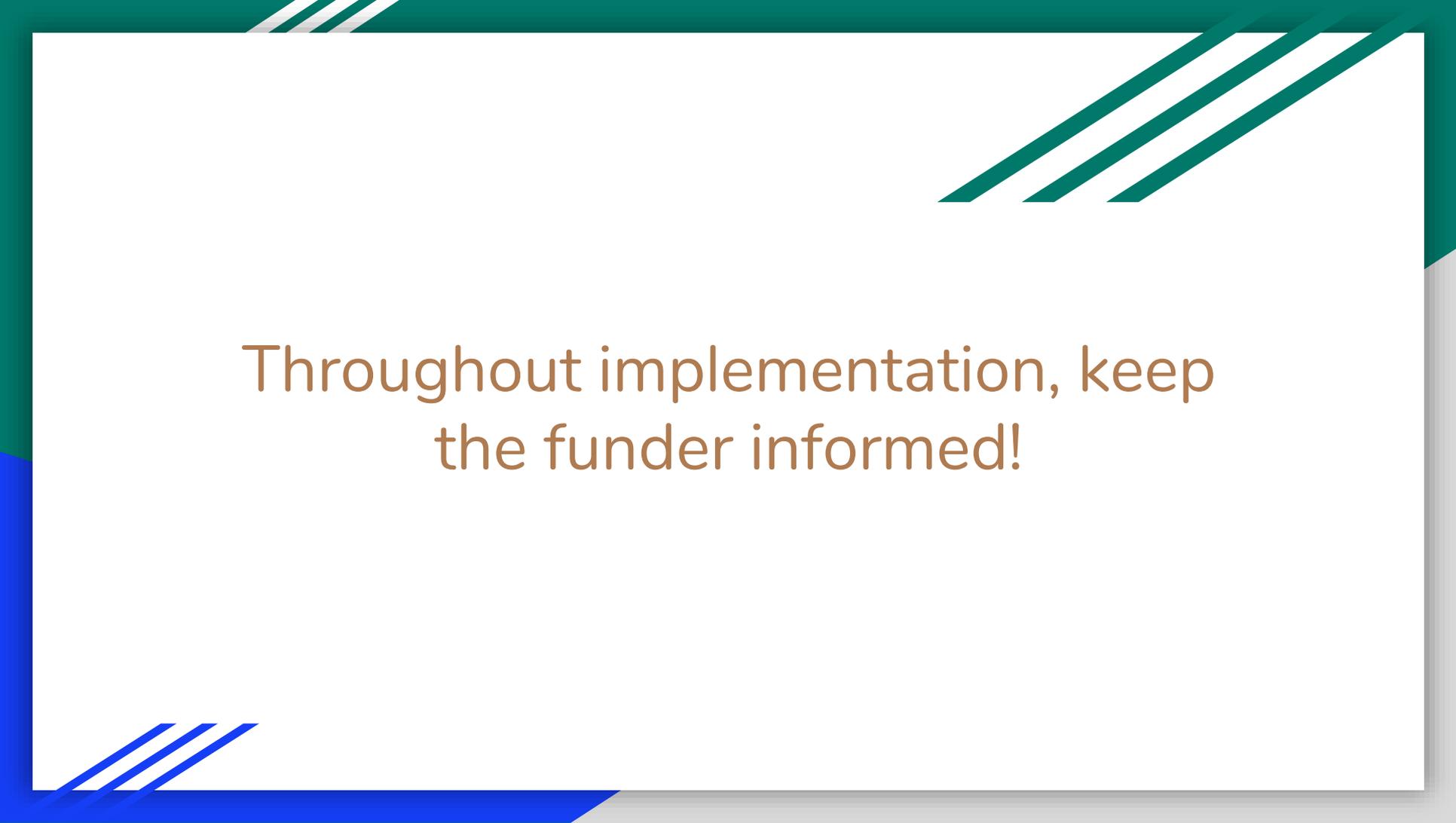
- Use timeline in proposal to plan implementation
- Be flexible
- Keep funding source informed and involved



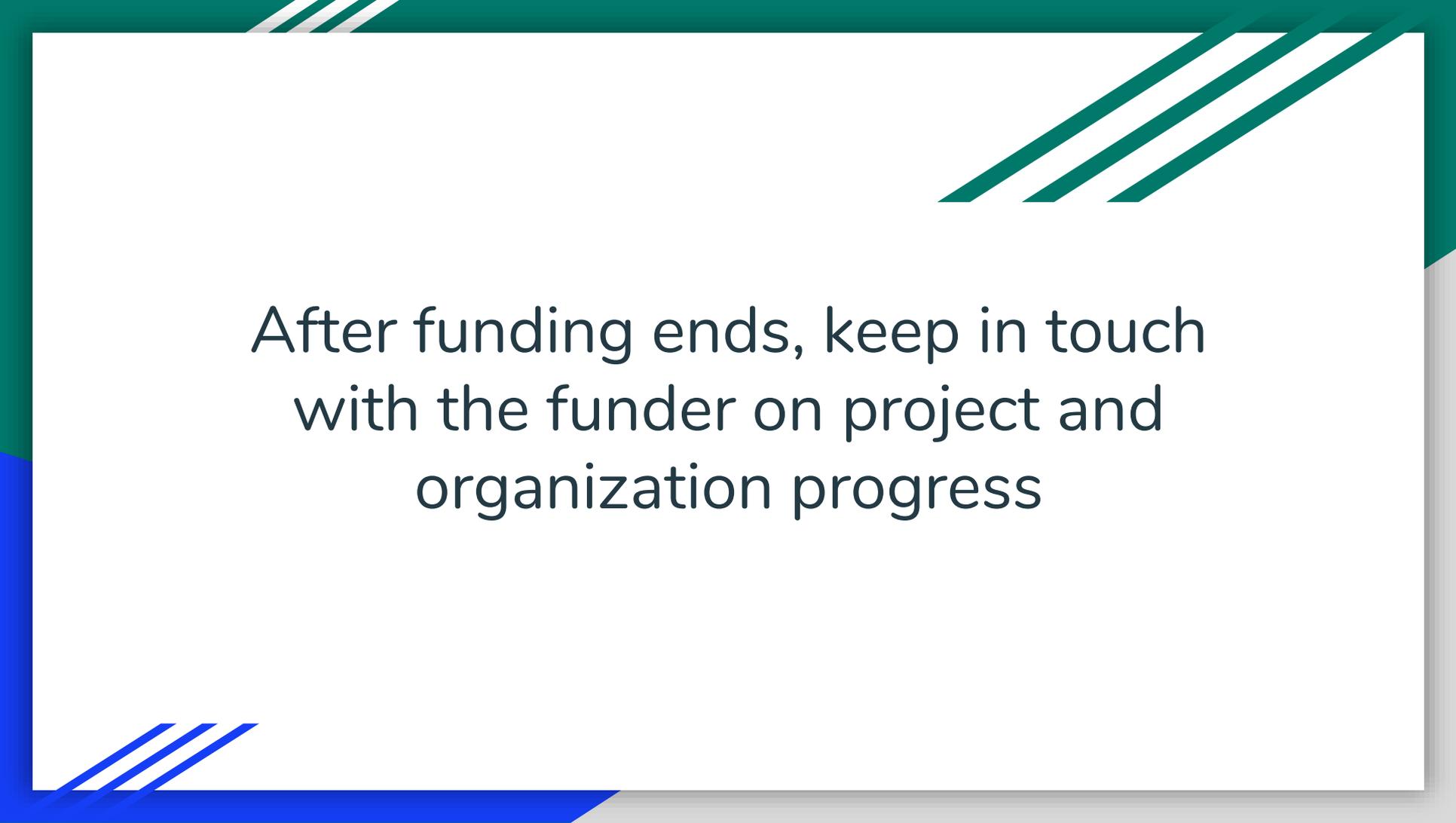
If Denied Funding

- Conduct a post-mortem
- Improve, revise, and reapply
- Seek other sources

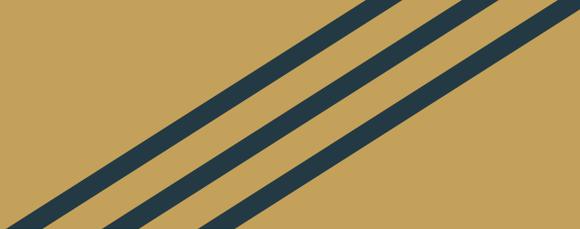




Throughout implementation, keep
the funder informed!



After funding ends, keep in touch
with the funder on project and
organization progress



Online and Community Resources for Funding Opportunities

Nebraska Foundation Resource Directory

Foundation Resource Directory

A GUIDE TO GRANTS FOR
NEBRASKA CHILDREN, YOUTH,
FAMILIES, AND COMMUNITIES

Sponsored by:
Nebraska Department of Economic Development

Updated September 2014



Guide Star



Search Update Nonprofit Profile Products Blog Community

Mark Whitacre ▾

 Help those affected by Hurricane Harvey

[Learn More](#)



New look, new data, new functionality. Learn more about these changes to GuideStar Profiles.

[LEARN MORE](#)



**Better data.
Better decisions.
Better world.**

Search GuideStar for the most complete, up-to-date nonprofit data available.

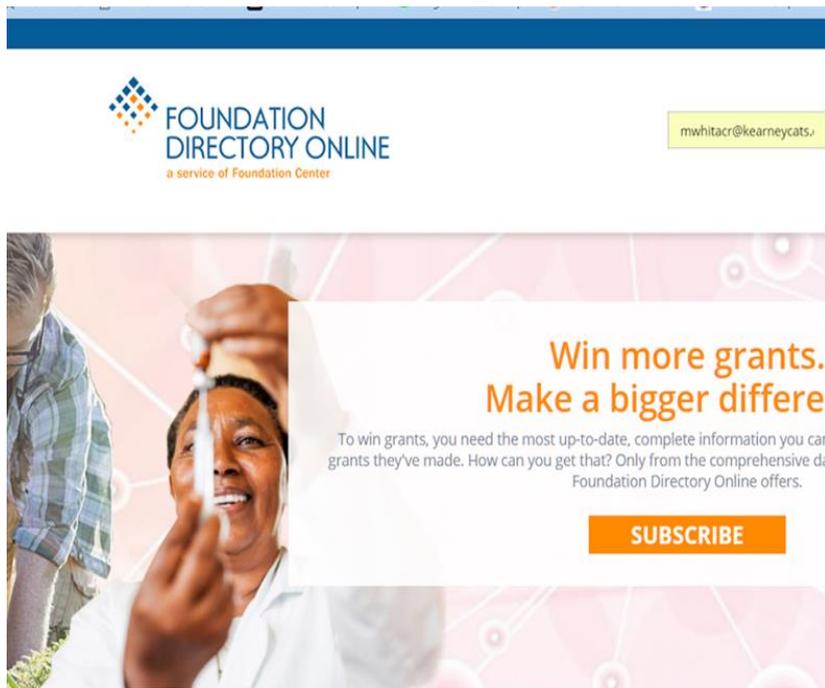
Q GuideStar Basic Search

Search

Find up-to-date information on thousands of nonprofits including:



Foundation Directory Online



The screenshot shows the top portion of the Foundation Directory Online website. At the top left is the logo, which consists of a blue and orange diamond-shaped grid of dots followed by the text "FOUNDATION DIRECTORY ONLINE" in blue and "a service of Foundation Center" in orange below it. To the right of the logo is a yellow rectangular box containing the email address "mwhitacr@kearneycats.com". Below the header is a large banner image. The left side of the banner features a photograph of a woman in a white lab coat holding a test tube, with a young boy in a plaid shirt looking on. The right side of the banner has a white background with orange text and a button. The text reads "Win more grants. Make a bigger difference." followed by a paragraph: "To win grants, you need the most up-to-date, complete information you can get. How can you get that? Only from the comprehensive database of grants that Foundation Directory Online offers." Below this text is an orange button with the word "SUBSCRIBE" in white capital letters.

90% of U.S. Foundations don't h

With Foundation Directory Online, you can put Foundat
database and fundraising expertise to work for your organi

... \$140,000 U.S. ...

Nonprofit Facts



Myron Scott Trust	
Employer Identification Number (EIN)	476099165
Name of Organization	Myron Scott Trust
Address	PO BOX 430, Kearney, NE 68848-0430
Activities	Described in section 509(a)(2) of the Code, Scholarships (other)
Subsection	Charitable Organization, Educational Organization
Ruling Date	04/1977
Deductibility	Contributions are deductible
Foundation	Private non-operating foundation
Organization	Trust
Exempt Organization Status	Unconditional Exemption
Tax Period	06/2014
Assets	\$25,000 to \$99,999
Income	\$100,000 to \$499,999
Filing Requirement	990 - Not required to file (all other)
Asset Amount	\$86,722
Amount of Income	\$102,039
Form 990 Revenue Amount	\$4,228

 Like Be the first of your friends to like this.

Additional Funding Search Options

- Local Chamber of Commerce Membership Directory
- Community Foundations
- School Foundations



Proposal Development Tips

Storefront Window to Your Organization

- Shows a funder where its investment is going
- Is focused on its population
- How the work gets done
- Who does the work
- When the work gets done
- Why we are worthy of funding

Stages to Proposal Development

- Research effective programs
- Know your numbers
- Identify strengths/weaknesses in implementing the program/proposal
- Identify cost points--what is needed and what can be provided
- Outline proposal
- Share outline with others for input
- Draft proposal
- Review/revise proposal
- Submit proposal

Writing Suggestions

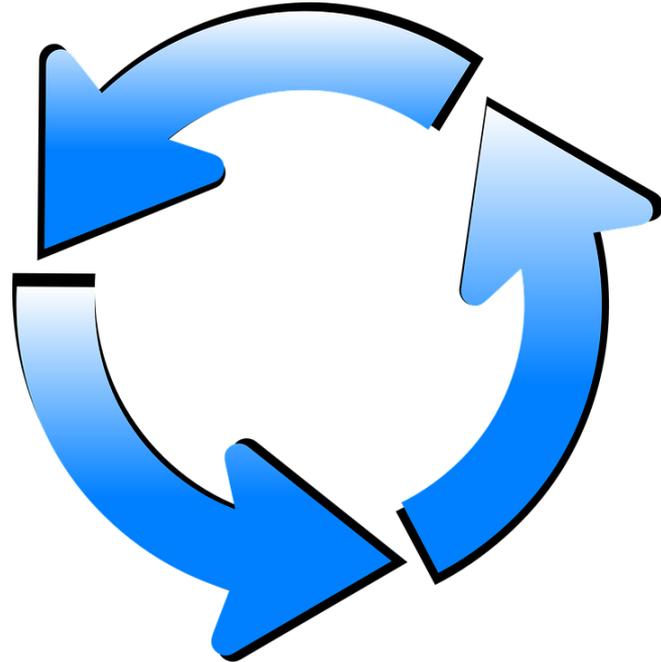
- Use active language--~~should, could~~, Shall, Will
- Be concise--know your writing style
- Shorter paragraphs are better than long ones
- Use a theme/title
- Kill the orphans
- Know your audience
- Budget points must be mentioned in the narrative
- Pull language from the RFP

Proposal is just Part of a Grant Strategy

- Physical manifestation of all the planning work done
- Product submitted for market approval
- If funded, used to guide the work
- A playbook of how the project will be implemented
- Outdated the moment it is funded

Grant Strategy Cycle

1. Nature of grants
2. Know your numbers
3. Project design/costs
4. Grant search/alignment
5. Contact potential funders
6. Track submissions
7. If funded, implement
8. If denied, post-mortem
9. Keep funder informed
10. Complete reports
11. Keep previous funder informed





Questions

Contact Information

Mark Whitacre
Grant Writer/Coordinator
Kearney Public Schools/ESU 10
mwhitacr@kearneycats.com
308-698-8031