Grant Writing 101
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Objectives

After this session, participants will be able to:

• Identify potential funders and apply grant seeking skills customized for specific projects
• Convert a grant announcement (RFA) into a well thought out, coherent application and action plan for your department or program
• Identify key components of grant proposals
• Program
• Research
• Technical Assistance
• Planning/Coordinating
• Career Development
Where to Look for $$$

- Foundations
- Government Grants
- Corporate
- Need-based HUBS
Foundations

- Private Foundations
- Public Charities
- Health Legacy Foundations
- Giving Circles

Government

- National Institutes for Health (NIH)
- Agency for Healthcare Research and Quality (AHRQ)
- Centers for Disease Control and Prevention (CDC)
- Centers for Medicare & Medicaid Services (CMS)
- Food and Drug Administration (FDA)
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- Health Resources and Services Administration (HRSA)
Corporate

- Duke Energy
- PNC Foundation
- Lowe's
- CVS Health
- Harris Teeter
- Dollar General Literacy Foundation
- Walmart

Hubs

- Candid.org - https://candid.org/
- Rural Health Info Hub - https://www.ruralhealthinfo.org/funding
- Federal Register - https://www.federalregister.gov/
- NC DHHS - https://www.ncdhhs.gov/about/grant-opportunities
- Organization websites/listservs (i.e. STFM, AAFP, ORH, SAMHSA)
Search Terms & Tips

Project

Target

Partners

Goal

Location

Down Stream

Up Stream

Basic Components of a Proposal

Purpose & Need

Work Plan

Method & Approach

Budget

Budget Justification

Organizational Capacity

Evaluation

Sustainability
**Collaborative Care Model for Behavioral Health**

Proposal Team Writing Assignments

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- Content experts
- Process experts
- Finance/budget
- Visuals
- Librarian
- Writer/Editor
- Grants manager
"I think you should be more explicit here in step two."

Start with a Logic Model

- Provides stakeholders with a roadmap
- Describes relationships between resources, activities, and results
If-then relationships

Underlying a logic model is a series of ‘if-then’ relationships that express the program’s theory of change.

RESOURCES
If we have these...

ACTIVITIES
We can do this...

OUTPUTS
Which will produce this.

OUTCOMES
Which will lead to these...

IMPACT
Then these...

Planned Work

Intended Results

Need
Objectives
Goals

3 Bold Steps
Current Reality
Desired New Reality
Connect to Draw Your Future!

If-then relationships

Underlying a logic model is a series of 'if-then' relationships that express the program's theory of change.

What do you need?
- **RESOURCES**
  - If we have these...

What are you going to do?
- **ACTIVITIES**
  - We can do this...

What will happen as a result?
- **OUTCOMES**
  - Which will lead to these...
- **IMPACT**
  - Then these...

Planned Work | Intended Results

Build Your Budget
If-then relationships

Underlying a logic model is a series of ‘if-then’ relationships that express the program’s theory of change.

RESOURCES
If we have these...

ACTIVITIES
We can do this...

OUTPUTS
Which will produce this.

OUTCOMES
Which will lead to these...

IMPACT
Then these...

Planned Work

Intended Results

S-M-A-R-T Objectives

• Specific
  • What is the specific action you plan to do?

• Measurable
  • How will you know you have reached success?

• Achievable
  • How confident are you that you can achieve this?

• Relevant
  • Does this action make sense and relate to the issue being addressed?

• Time Bound
  • When do you expect to have this accomplished?
Key Take Aways

- Funders fund SOLUTIONS
- Think of the application as a JOB INTERVIEW ON PAPER
- Start with the LOGIC MODEL
- End with the ABSTRACT
- SAVE & RECYCLE