

**Program Development, Planning
& Grant Writing
April 28, 2009**

Refining Your Program Vision and
Reviewing Resources for Funding
Projects.

**Planning a proposal will help
develop your program**

- 1. What do you want to do – what is your idea?
- 2. What is the need – why do it?
- 3. Who will accomplish this, what is their reason for involvement?
- 4. What do you need the money for and how much?

“Selling Your Program”

- You think you have a good idea – you need to convince the potential funder.
- Remember your mission – your mission leads to your program goals and objectives.
- Grants are contractual – foundations are funding projects with expectations for results.

**The Workplan
A Good Development Tool**

Objectives	Major Steps	Timeline	Outcomes
Objective 1			
Objective 2			
Objective 3			

Preparing for a Proposal

- Institutional Information Commonly Requested:
 - Institution background/history
 - Who is currently served – how many
 - Who are the leaders (board, staff)
 - What is the mission statement
 - IRS 501 (c) 3 letter of determination
 - Operating budget
 - IRS Form 990

Typical Proposal Ingredients

- Abstract (last thing written)
- Needs Assessment
- Objectives
- Methodology (workplan)
- Evaluation Plans
- Future Funding/Replicability
- Program Budget

Proposal Basics

- When discussing Needs Assessment use facts, figures, statistics to back up any statements.
- Objectives must be realistic and measurable if at all possible.
- Funders want to see the return on investment for their grants so an Evaluation Plan is very important.

Proposal Basics

- Budget preparation always follows project planning and defines the project in financial detail.
- The budget is a good reference and management tool – it can be used to monitor and evaluate the allocation of resources on a monthly, bi-monthly, or quarterly schedule.
- The strength of the budget is an important part of a funder's proposal review.

Foundation Research

- Onondaga County Public Library – Nonprofit Resource Center. The library maintains up-to-date information from the Foundation Directory, a great way to look up funders. The next workshop on how to use the Directory and the Resource Center is June 25. Check the website, www.ocbl.lib.ny.us or call 435-1900. This is the best way to get started on research.

Local Funders

Central New York Community Foundation, www.cnycf.org. Phone 422-9538. The Community Foundation is interested in projects that have community impact, community building and diversity. The next deadline is September 24. If you are interested in seeking funding from the Community Foundation you should call and talk to them.

Local Funders

- Rosamond Gifford Charitable Trust, www.giffordfd.org. Phone 474-2489. The Gifford Foundation is very interested in capacity building for the area's nonprofits. They will also talk with potential grant seekers to review programs and determine if their program meets the criteria for submission.

Last Tips

- Contact the program officer if possible.
- Make sure you are eligible before applying.
- Always be realistic in your goals/budget.
- Make a positive first impression.
- Tell your story.
- Many applications are now online – review thoroughly before submitting.

Last Tips

- Most foundations have websites – Google can be helpful in an initial search.
- Foundations have limitations on their grant making – review them carefully.
- Research where organizations similar to yours are receiving their funding.
- If you are turned down the first time – KEEP TRYING.

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