Grant Writing 101

DSA Fundraising Committee
November 16, 2015
Learning Outcomes

• Develop a **common vocabulary** by discussing key words applicable to grant writing and fundraising.
• Discuss the importance of grant writing for **professional development, divisional success, and student success**.
• Familiarize attendees with **available resources**.
• Share **tips** and **tricks** for writing grants.
Presentation Overview

1. Why grant writing?
2. Key terms
3. Tips, tricks, and resources for writing grants at GW
4. General tips, tricks and resources for writing grants
5. What now?
6. Perspective from Dr. Wisdom
7. Questions and answers
Why Grant Writing?

- Professional development
- Divisional success
- Student success
Key Terms

**Grant Writing** – Connecting your organization’s needs with available resources

**Foundations** – Nongovernmental entity deriving money from families, individuals, and corporations

**Case Statement** – Includes your mission, vision and values statements, and should set out to clearly answer the who, what, and why of your fundraising efforts

**Mission Statement** – Summarizes what an organization does and how it does it
Key Terms (continued)

**Federal vs. Foundation vs. Corporation Funding**
Differ in terms of their requirements, general predictability of funds, and the motivation behind why they give grants.

Tip: their different motivations are important for understanding what source might best meet the needs of you and your organization.

**Sponsored Projects vs. Gifts**
The greatest distinction between sponsored projects and gifts is the role of contractual requirements.

Tip: Check with Office of the Vice President of Research (OVPR) before pursuing any funding opportunities.
Tips, Tricks, and Resources when Writing Grants at GW
Tip #1: Know the Landscape

Office of the Vice President for Research (OVPR)
- Administers sponsored activities

Foundation Relations
- Involved in the process of all submissions to foundations

OVPR and the Foundation Relations office work together very closely.

Sponsored Projects
- Proposals meeting any of the listed criteria are treated as a Sponsored Project
- Reviewed and endorsed by OVPR before submission to a sponsor.

Gifts & Grants
- Proposals not meeting any of the sponsored projects criteria
- Coordinated through Development and Alumni Relations Office
Tip #2: Talk to Offices Early

OVPR point of contact for DSA:
Monique Foxx, Assistant Director for Pre-Award
(mfoxx@gwu.edu)

Foundation Relations point of contact for DSA:
Susan Boerstling, Associate Director
(sboerstling@gwu.edu)
Resources at GW

OVPR –
- Request sample applications (reshelp@gwu.edu)
- Boot camp (Dec. 8)

Foundation Relations –
- Relationships with foundations

DSA Fundraising –
- Web page (http://students.gwu.edu/giving)
- Committee members

GW Library –
- Guides on fundraising, grant writing, etc.
Resources at GW (continued)

Internal grants –
- Shenkman Career Services Grants (http://careerservices.gwu.edu/faculty-staff-innovation-grants)
- Alumni Association Grants (http://alumni.gwu.edu/grant-program)
- GW Intramural funding (http://research.gwu.edu/intramural-funding-competitions)
- University Facilitating Fund (https://research.gwu.edu/university-facilitating-fund)
General Tips, Tricks, and Resources
Tip #1 – Before applying, read carefully

Read both the Funding Opportunity Announcement (FOA) and sponsor guidance carefully:

- Underline
- Highlight
- Make notes in the margins!
- Pay attention to deadlines, font preferences, etc.
- Re-read throughout process
Tip #2 – Before applying, consider the following…

- Appropriateness of mechanism to career stage
- Congruence between your project and what the sponsor funds
- Collaborators’ and your availability to devote sufficient time
- Support (collaborative and institutional)
- Schedule: teaching, administrative work, advising load, travel
- Commitment: ability to make it a priority

Source: OVPR boot camp
Tip #3 – Utilize framing and storytelling

• Contextualize your ask from the beginning of your grant application
• Tip: consider what you, not your funders, need to know what works and where modifications are needed

(Source: http://dcblog.foundationcenter.org/what-is-your-sacred-bundle-evaluation-and-storytelling)
Tip #4: Prioritize Stewardship and Compliance

Compliance

• OVPR signs all grants on behalf of GW
• Tip: Post award point of contact for grants – Alma Starks (astarks@gwu.edu)

Stewardship

• Tip: Provide report
• Tip: Remember you are building a relationship with donors/funders
Top 5 Strategies

1. Write proposals of interest to more than one foundation.
2. Tell the story of your work using the page most often read first – the budget!
3. Write proposals that support both projects and general operating funds.
4. Try and build relationships with funders before you submit your proposal. Some foundations explicitly state not to contact them, and you should respect this.
5. When you get a “yes,” use the grant year to set the stage for your next proposal.

(Source: [http://grantspace.org/blog/top-five-strategies-to-raise-more-money-from-foundations](http://grantspace.org/blog/top-five-strategies-to-raise-more-money-from-foundations))
Resources Beyond GW

NORDP, National Organization of Research Development Professionals (http://www.nordp.org/)

Pivot (askovpr@gwu.edu)

Foundation Center (http://foundationcenter.org/about/)

Chronicle of Philanthropy (https://philanthropy.com/)
What now?

Consider your strengths
Keep your ears open
Think creatively
Connect with GW partners
Assist students
Practitioner Perspective

Dr. Jennifer Wisdom, OVPR
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