



COMMUNITY CHURCH
AT TELLICO VILLAGE

*Cultivating believers, disciples, and servants to
transform our community and world for Christ.*

Grant Writing 101

ABOUT THIS PRESENTATION...

Churches often partner with non-profits that are working to meet various needs within the community. **The Community Church at Tellico Village** works with many local and regional non-profits to contribute both volunteer hours and funds to address these needs. We provide funding to the extent possible, but we know that additional funding is usually necessary. For that reason, we are offering this brief presentation to assist non-profits in writing funding proposals. Feel free to use this information as needed.

Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver. And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work.

Grant Writing Process

Need

Data to Support Need

Actions

Establish Timelines

Evaluate

Analyze & Report

Hitting the Target




The Grantwriting PROCESS

- Defining the “**need**” is the most important part of any proposal – it drives everything else!
- **All actions and activities** should be designed to address the “need.”
- **Establish a “baseline”** – that’s where documenting the need becomes important.
- Provide clearly defined actions and activities and how each will be **measured for success**.
- Include a clearly defined way that you will determine the **overall success of your project** (evaluation of impact).
- Use the **evaluation data** to report back to the funding source.



Ready...

GET ORGANIZED

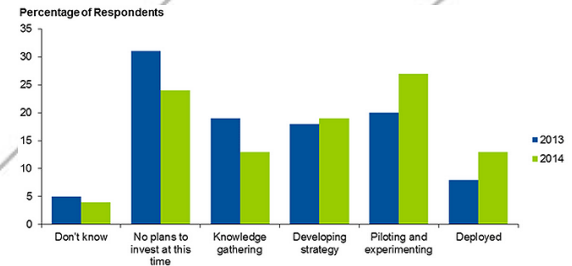
- Clearly identify the current “need” in your community.
 - Collect data that documents the “need” you seek to address.
 - Include references from any newspaper articles or publications that support your funding request.
 - Determine the nature of your project -- what actions and activities can you implement that will improve the situation?
 - Research other organizations in other locations that may already be offering services and activities that address your area of “need” – no reason to “reinvent the wheel!”
 - Identify potential partners for in-kind goods and services and contact information for each
- 



Set . . .

- Read the grant application carefully and plan to address **EVERY** item in the order requested.
- Identify fiscal requirements – Are matching funds required? Can in-kind donations be used as matching funds?
- Define abbreviations and terms in your proposal that may not be familiar to the grant proposal readers (ex. SNAP, CAC, DCS)
- Link important terms to descriptions of your proposed services and activities (ex. rehabilitation, recidivism, supplemental food resources, etc.)
- Establish **NEED** for the funded project by providing pertinent data as a baseline and aligning activities that specifically address those needs.

TYPES of DATA



Factual information (as measurements or statistics) used as a basis for reasoning, discussion, or calculation. (Merriam-Webster); use to establish a baseline for needed services

Quantitative measures -- describe a situation, circumstance, or level of performance (percentages, numerical data)

Anecdotal data – stories about individuals (use sparingly - only as examples to illustrate numerical data).

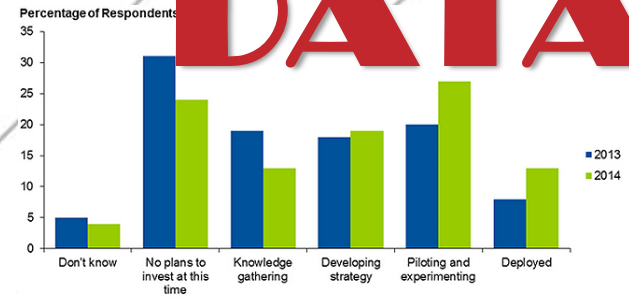
DUE DILIGENCE – use the most recent data that are available.

In order to know where you're going,
you have to know where you've been.

Sources for **DATA**

- **Local governmental agencies** – Dept. of Human Services, Economic Development, Chamber of Commerce
- **School systems** – individual schools + system-wide data
- **Comparison data** – local community statistics, neighboring school systems, regional, statewide data (state agencies)
- **National data** – U.S. Dept. of Education or Health, specific foundations, national publications, other federal/state departments

DATA



- **Example:** *Stating that there is a high rate of poverty or affordable health care within your community must be backed up by a reliable data source and comparable examples.*
- **Cite your sources** in the narrative AND in a reference list.
- Provide **additional rationale** that links this “need” with potential action and resources that are included in your funding request.
- Demonstrate how funding your project will “*make a difference*” AND be **sustainable** in the future when the funding cycle is complete!

TIMELINES:

What, Who & When

#1 Priority

- **WHAT** reports are required by the funding source and **WHEN** are they due?
- **WHERE** will you generate the data to complete these required reports?
- **WHO** will have the responsibility of pulling all of this information together to write the report?

TIMELINES:

What, Who & When

- Include initial *start-up, implementation*, and *benchmarks* for measuring progress toward achieving goals
- **Who** is responsible for each action?
- **When** will each phase/action be completed?
- If possible, create a *chart or visual* with the timeline for completion of required tasks and include it in your proposal – not too specific to allow for flexibility!

Collaboration & Support

WHAT IS PROVIDED BY:

- **The applicant** (that's you or your organization) – office space, office furniture and equipment, administrative or support staff time, assistance from volunteers or other personnel, and all other internal support
- **Local businesses and industries** – incentives, job shadowing, speakers, mentors, in-kind goods and volunteer services
- **Professional Associations, Non-profit, & Faith-based Organizations** -- can provide activities, speakers, mentors, tutors or any type of volunteer services



**EAST TENNESSEE
FOUNDATION**



The Thompson
Charitable Foundation





WRITING THE NARRATIVE

- Observe **ALL** the rules – format, page length, submission deadline, etc.
- Use the **key words and phrases** from the grant application in your proposal – reviewers are looking for them!
- Grammar, spelling, & punctuation **COUNT!!**
- Write as if the reader will know **NOTHING** about your organization or your services – you are familiar with what is done, but others may only have a vague idea. This is your chance to clearly define what your organization does!



WRITING THE NARRATIVE (continued)

- Condense some descriptions into a visual chart or figure so that the reviewer can get a “picture” of the information.
- *Examples:*
 - ✓ Comparison percentages
 - ✓ Activity or evaluation timelines
 - ✓ Personnel charts
 - ✓ List of partners who will support your project and what they will provide

Writing for Grant Readers

- Respond with the requested information in the order and/or sections described in the grant funding application -- in other words, format your response **exactly** as requested

- Use the “**verbiage**” in the application in your responses.

Example:

Grant application states: *“Proposed projects must show how they will help to support development of individual client’s spiritual development.”*

Your narrative: *“Through our mentoring component, clients are encouraged to cultivate their individual spiritual development. Each will be given his/her own Bible, along with a study guide and weekly discussion time with their mentor.”*

- Always use **descriptive data** – **NEVER** use words like *several, many, or some*. Provide a clear picture through the use of specifically defined information.

Example: “Within Loudon County, 62% of children under the age of 7 live below the poverty line” rather than “many children live in poverty.”

Benchmarks and Evaluation

- ✓ Include progress goals throughout the funding cycle (benchmarks).

Example: “With this additional funding, our goal will be to increase the number of families receiving supplemental food by at least 3% each month.

- ✓ Include your projected overall goal that will demonstrate the success of your project.

Example: At the end of this funding cycle, we anticipate an average monthly increase of 4.3% in the number of families receiving supplemental food.

- ✓ Set goals that are ambitious but attainable!

- ✓ Clearly list all methods to be used to meet your goals.

Example: increased publicity, speaking at schools and churches, fliers posted in stores throughout the community, information sent via school announcements, etc.

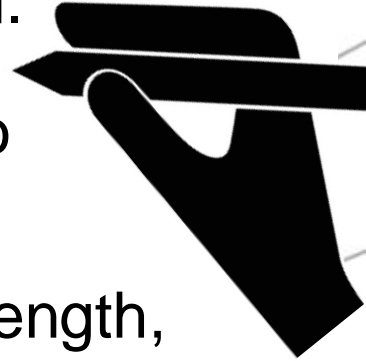


Things to remember...

- Spell out ALL **acronyms** first, then use abbreviations.
Examples – University of Tennessee (UT) or My Town High School (MTHS)
- Always give a **brief description** where possible for any specific event or activity listed in the proposal.
Example: “Soup’s On” (a fundraiser for the Child Advocacy Center)
- **BOLD** words and/or phrases that are emphasized in the grant application so that readers can find them easily.
- Use readers outside your organization to **review your narrative** prior to submitting your proposal -- they can help you to clarify points and let you know what might be missing!

And finally...

- Address **EVERY** item of information as requested in the application in the order requested.
- **KISS (Keep It Short & Simple)** – stick to the facts.
- Observe **ALL** the rules – format, page length, submission deadline, etc.
- Identify sources of **collaboration and support!**
- Request **feedback** on proposals that are not funded and keep that in your funding file!
- Keep proposals that were not funded – descriptive and demographic information can be used in writing other funding proposals.





Stay READY...

- Network, network, network... You never know where you'll find your next best idea!
- Review current foundations and local non-profits' websites for new funding opportunities.
- **Subscribe** to professional publications and newsletters to find funding ideas.
- Keep a **file** for **good ideas** – **You'll be ready for your next funding proposal!**



COMMUNITY CHURCH AT TELLICO VILLAGE

For further information or questions about the

Endowment Grant Process

at the **Community Church at Tellico Village**,

please email:

grants@tellicochurch.org