Postworkshop Learning Session: Grant Writing Training
Speaker

• Jennifer Jones Santos, MSHS
  • President
  • J2 Strategic Solutions

• Heather Hensley
  • Director of Consulting
  • J2 Strategic Solutions
Grant, Grants, Wonderful Grants

Jennifer Jones Santos, MSHS
Agenda

- Getting Started
- Opportunities
- Project Development
- Submission
- Post-Award
Questions?

How many of you have previously applied for a federal grant?

How many of you have been successful?
Whether you are writing yourself or using a grant writer, you need to understand the process.

Grant writing is joint adventure. Even if the grant writer is driving the bus, they can’t get you where you want to be, if you don’t know how to get onboard.
Where do I start?
Du What?

Dun & Bradstreet
- Free. Unless you just don’t have time, there is no need to pay someone to do this.
- https://www.dnb.com/duns-number/get-a-duns.html

Sam.gov (Transitioning to UEI)
- Do NOT lose the MPIN number
- Make sure and select that you want federal assistance

Grants.gov Ebiz POC

Grants.gov
Opportunities
We have never done this before…

- Government grants are the easiest to get, but the hardest to write.
  - No experience required
  - Government willing to take a risk on new (to them) organizations
  - Larger awards
  - Lots of compliance, reporting, and paperwork

- Foundation grants are the hardest to get, but the easiest to write.
  - Foundations fund established entities that are known to them
  - They don’t like taking risks on unproven organizations without someone advocating on your behalf
  - Smaller awards (in general)
  - Less paperwork and requirements post-award
Announcement Jargon

- Federal Opportunity Announcement (FOA)
- Notice of Funding Opportunity Announcement (NOFA)
- Request for Application (RFA)
- Request for Proposals (RFP)
- Request for Qualifications (RFQ)

...they all mean money available!
Finding Opportunities

WWW.GRANTS.GOV
Basic Search

SEARCH GRANTS

BASIC SEARCH CRITERIA:
Keyword(s): rural health

OPPORTUNITY STATUS:
- Forecasted (241)
- Posted (1790)
- Closed (2,033)
- Archived (30,822)

FUNDING INSTRUMENT TYPE:
- All Funding Instruments
- Cooperative Agreement (445)
- Grant (906)
- Other (78)
- Procurement Contract (30)

ELIGIBILITY:
- Small businesses (347)
- Special district governments (351)
- State governments (411)
- Unrestricted (i.e., open to any type of entity above), subject to any clarification in text field entitled "Additional Information on Eligibility" (201)

CATEGORIE:
- All Categories
- Agriculture (33)
- Arts (see 'Cultural Affairs' in CFDA) (5)
- Business and Commerce (13)

SORT BY:
- Relevance (Descending)

1 - 25 OF 1027 MATCHING RESULTS:

<table>
<thead>
<tr>
<th>Opportunity Number</th>
<th>Opportunity Title</th>
<th>Agency</th>
<th>Opportunity Status</th>
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<tr>
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<td>Delta Region Rural Health Workforce Training Program</td>
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<td>01/25/2022</td>
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<td>Rural Health Network Development Planning Program</td>
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<td>Rural Health and Economic Development Analysis Program</td>
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<td>Rural Veterans Health Access Program</td>
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<td>Social and Behavioral Intervention Research to Address Modifiable Risk Factors for Cancer in Rural Populations (R01 Clinical Trial Required)</td>
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Forecasted vs Posted

- **Forecasted**: Indicates *probable* future opportunity
  - Allows you time to plan
  - Develop partners
  - Strategize

- **Posted**: Available now!
  - Hard due date
  - 30-90 day turn around
### General Information

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<td>Small Health Care Provider Quality Improvement Program</td>
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<td>Small Health Care Provider Quality Improvement</td>
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<td>Expected Number of Awards:</td>
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<td>CFDA Number(s):</td>
<td>90.912 - Rural Health Care Services Outreach, Rural Health Network Development and Small Health Care Provider Quality Improvement</td>
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<td>Estimated Total Program Funding:</td>
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<td>Award Ceiling:</td>
<td>$0</td>
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<td>Award Floor:</td>
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### Eligibility

- **Eligible Applicants:** Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education, State governments, Native American tribal governments (Federally recognized), City or township governments, Special district governments, County governments, Nonprofits that do not have a 501(c)(3) status with the IRS, other than institutions of higher education, Public and State controlled institutions of higher education.

### Additional Information

- **Agency Name:** Health Resources and Services Administration
- **Description:** The purpose of the Small Health Care Provider Quality Improvement (Quality) Program is to provide support to rural primary care providers for implementation of quality improvement activities.
PA-FPH-22-003
Funding to Address Dire Need for Family Planning Services
Department of Health and Human Services
Office of the Assistant Secretary for Health

**General Information**

- **Document Type:** Grants Notice
- **Funding Opportunity Number:** PA-FPH-22-003
- **Funding Opportunity Title:** Funding to Address Dire Need for Family Planning Services
- **Posting Date:** Nov 10, 2021
- **Posting:** Synopsis 9
- **Last Updated Date:** Nov 17, 2021
- **Original Closing Date for Applications:** Dec 14, 2021 No Explanation
- **Current Closing Date for Applications:** Dec 14, 2021 No Explanation
- **Archive Date:** Jan 13, 2022
- **Estimated Total Program Funding:** $9,250,000
- **Award Ceiling:** $1,500,000
- **Award Floor:** $150,000
- **CFDA Number(s):** 93.217 -- Family Planning Services
- **Expected Number of Awards:** 10
- **Opportunity Category:** Discretionary
- **Opportunity Category Explanation:**
- **Funding Instrument Type:** Grant
- **Category of Funding Activity:** Health
- **Category Explanation:**
- **Cost Sharing or Matching Requirement:** No

**Eligibility**

- **Eligible Applicants:**
  - Independent school districts
  - Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education
  - Nonprofits that do not have a 501(c)(3) status with the IRS, other than institutions of higher education
  - Public and State controlled institutions of higher education
  - Small businesses
  - Native American tribal organizations (other than Federally recognized tribal governments)
  - City or township governments
  - Special district governments
  - State governments
  - County governments
  - Public housing authorities/Indian housing authorities
  - Native American tribal governments (Federally recognized)

- **Additional Information on Eligibility:**
  - Any public or private nonprofit entity located in a State (which includes one of the 50 United States, District of Columbia, Guam, the Commonwealth of Puerto Rico, the Northern Mariana Islands, the U.S. Virgin Islands, American Samoa, the U.S. Outlying Islands (Midway, Wake, etc.), the Marshall Islands, the Federated State of Micronesia, and the Republic of Palau (hereafter, States)) is eligible to apply for a grant under this announcement. Faith-based organizations and American Indian/Alaska Native/Native American (AI/AN/NA) organizations are eligible to apply for Title X family planning services grants.
### Select Grant Opportunity Package

PLEASE READ BEFORE APPLYING!
If you view and complete your application package using Grants.gov downloadable PDF forms, you MUST have Adobe Reader installed. You may receive a validation error using incompatible versions of Adobe Reader. To prevent a validation error, it is now recommended you uninstall any earlier versions of Adobe Reader and install the latest compatible version of Adobe Reader. If more than one person is working on the PDF forms, ALL applicants must be using the same Adobe Reader version. Click for more information on Adobe Reader Compatibility.

<table>
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<th>Opportunity Package(s) Currently Available for this Funding Opportunity:</th>
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<tbody>
<tr>
<td>CFDA</td>
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<tr>
<td>53.217</td>
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</table>
What am I looking at?

- Goals and/or Activities
- Eligible Applicants
- Performance Period (1 year, 5 years)
- Award Amount per Year
- Funding Priorities or Preferences
  - Indicates applications that address these items will be prioritized for funding
Getting Organized

- Allow plenty of time to prepare. Approximately 40-80 hours is needed for a small application.
- Whether you are writing yourself or working with a grant writer, proposal development is a **team effort**.
- Read the application package in its entirety (narrative, budget requirements, attachments, FAQs).
- If you have any questions, contact the competition manager or refer to the application package.
Align the design with your overall strategic direction.

Don’t do something just for the sake of the grant.
“A square peg and a round hole.

It has to be government work.”
If what you need is an air filter, figure out how to make it work.*

- The truth is...there is never the “the perfect” grant.
- Good project design is staying true to what your organization needs and packaging it to meet the grant requirements.
- Creativity and thinking out of the box.
- But if you are working with a grant writer, trust them if they tell you that you are too far outside of the box.
- https://youtu.be/ry55--J4_VQ

*within reason
“I have a great idea for a grant. Let’s get a grant to lower the cost of gas to $2.00 a gallon so gas will be cheaper for us and then we can sell it to others for $3.00 a gallon!”

- Quote from someone seeking grant writing services.

The project still needs to be logical.
Who
What
Where
When
Why
How
Break It Down
READING A NOFO
Grant Sections
Need

- County Health Facts
- UDS Mapper (Maps and Data)
- Census Quick Facts
- March of Dimes PeriStats
- National Center for Health Statistics
- Kaiser Family Foundation (KFF)
- Behavioral Risk Factor Surveillance System
- Youth Risk Factor Surveillance System
SMART Goals

Specific: What do you want to do?
Measurable: How will you know when you’ve reached it?
Achievable: Is it in your power to accomplish it?
Realistic: Can you realistically achieve it?
Timely: When exactly do you want to accomplish it?
<table>
<thead>
<tr>
<th></th>
<th>Specific</th>
<th></th>
</tr>
</thead>
</table>
| **S** | **Specific** | • Who is involved?  
• What do I want to achieve?  
• When do I need to achieve this?  
• Why is the goal important? |
| **M** | **Measurable** | • How will I measure my progress?  
• How will I know if my goal is achieved? |
| **A** | **Achievable** | • Will it be clear when the goal is complete?  
• Is it reasonable to complete the goal in the time allotted? |
| **R** | **Relevant** | • Is this goal related to my overall success (or the success of my business/organization) |
| **T** | **Time-Bound** | • How long should it take to accomplish this goal?  
• When will I check in on whether or not the goal has been completed?  
• Am I ready to start work on the goal? |
Personnel is typically your most expensive budget category.

You can't give someone X dollars for working on the grant. It has to be tied to time and effort using a base salary rate.

- 20 hours per week X $50K annually=$25K budgeted in grant
- Staff paid based on actual effort on grant and NOT the budgeted amount.

Justify the work and compensation rate of every line item including all contracts.

Most federal grants allow a 10% de minimus of modified total costs to cover administration (overhead).

- This is easier than outlining these costs in the budget.
- Has to be used consistently across federal grants.
Application Tips

- Align Needs, Goals, Activities, Outcomes.
- Structure your narrative with the required sections.
  - Use Review Criteria to ensure you have addressed all of the questions. Sometimes things will be phrased differently in the Review Criteria.
- Pay careful attention to the language that you use - be clear, concise, and specific.
- Justify your funding request. Costs must be both reasonable and necessary.
- Do NOT underestimate the cost of administration. Most federal grants allow a 10% de minimus administration.
- Follow the formatting guidelines.
- Proofread your proposal.
<table>
<thead>
<tr>
<th>Tip</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do NOT wait</td>
<td>Do NOT wait until the last minute to submit your application.</td>
</tr>
<tr>
<td>Know</td>
<td>Know the specific deadline date and time and time zone.</td>
</tr>
<tr>
<td>Have</td>
<td>Have a fresh pair of eyes read your proposal before submission including all uploads.</td>
</tr>
<tr>
<td>Make</td>
<td>Make certain that all required forms and attachments are included.</td>
</tr>
<tr>
<td>Count</td>
<td>Count your pages early! Leave some extra pages.</td>
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Common Mistakes

- Failing to allow enough time to submit.
- Failing to allow partners enough time to respond.
- Not reading the application package in its entirety.
- Not following formatting guidelines.
- Failing to proofread.
- Over the page limit.
Questions?
Thank you for joining us!