

RURAL **HEALTH** WORKSHOP

# Grantsmanship: De-Mystifying the Process on YOUR Terms



# Speaker

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# GRANTSMANSHIP

De-mystifying the  
Process  
on YOUR terms.

Laura Newberry Wilson, BS



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# OBJECTIVES

- 1. Participants will learn about the basic stages of the grants process: pre-grant, grant writing, and post-award.**
- 2. Participants will learn about hazards that impede success as well as industry tips to increase the chances of award.**
- 3. The session will be interactive and prompt attendees to formulate their own questions based on current needs so they can be addressed by a grant writer/reviewer prior to the session's end.**



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# What to Expect

- **This will be customized to you. This is YOUR time.**
- **I want your questions. Feel free to ask your questions during the discussion or use the paper and jot your questions down. We will address them in real-time or during our Q&A.**
- **Please complete the sign-in sheet. I will send an email of any remaining questions and their answers to the group.**
- **This is meant to be FUN and INTERACTIVE.**



# AGENDA

**Pre-grant Activities**

**Grant Writing**

**Post-grant Writing Activities**

**Award Activities**

**Post-award Activities**

**Tips and Tricks**

**Hazards to Avoid**

**BREAK**

**Getting the Questions Answered**



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# Pre-grant Activities





# YOUR PROJECT

- **Solidify your project**
- **Plan strategically**
  - **What is your Need? Aim? Objectives? Goals? Assets? Staffing? Organizational Support? Budget? Is it realistic? Why are you equipped? Are there challenges? In other words...THINK! THINK! THINK!**
- **Find a grant to support your project. Don't build a project to support the grant.**



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# Getting to know the jargon...

## Types of Grants:

- Federal, State, Local, and Private Grants
- Matching and non-matching grants
- Operational, programmatic, capital, etc.

## Finding Your Grant

- Grants.gov
- Foundation Directory
- Open web searches
- Other available resources



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## **Private/Foundation Grants vs. Governmental Grants**

- **Federal/State grants are easier to win but often harder to write.**
- **A 99% match may be enough. (Sort of.)**
- **Awards are typically larger.**
- **Writing is usually harder, more technical, etc.**
- **There are typically more documentation/reporting requirements.**

## **When considering Private/Foundation Grants**

- **Use your network to find that connection.**
- **Research 990s. What have they funded previously?**
- **You are passionate about your grant topic. Are they?!**
- **A 99% match may not be enough.**
- **Awards are typically smaller.**
- **Writing is usually easier/less laborious.**



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# **Congratulations! You've found your (potential) grant opportunity!**

- **Read the NOFO/NOFA/FOA/RFP/RFA**
- **Read it again!**
- **Everything matters! If you don't understand something, ask.**
- **Pay attention to pre-grant requirements**
  - **DUNS, Login.gov, Sam.gov, other portals, etc.**
- **Notice the important elements. They are often found on a summary page:**
  - **Due dates, Goals, Eligibility, Award Caps, Period of Performance, TA information, Preferences**



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# Grant Writing

**Congratulations! You did your homework  
and your project fits the application!**

**It's time to WRITE!**

- Say what you mean and mean what you say.
- Answer the question...exactly!
- Less is more, because more can be too much.
- Be concise.
- Don't regurgitate the question in the answer.
- Consider the criteria. What should you spend the most time on?



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# Grant Writing: Common Components

**Abstract/Letter of Intent (LOI)/Introduction, etc.**

**Need:**

- **What is the need and what data supports your need?**

**Response:**

- **How are you going to address the need? What will their funding buy?**

**Resources/Capabilities:**

- **Why are you well-equipped to implement the program?**

**Collaborations:**

- **Which partners will assist you?**
- **Letters of Support/Letters of Commitment/Memos of Understanding**



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# Grant Writing: Common Components

## **Evaluation:**

- **How will you measure your impact?**
- **What are your quantifiable goals, objectives, outcomes, and activities?**

## **Sustainability:**

- **How do you plan to continue the program once the project period ends?**

## **Support Requested/Budget:**

- **How much are you requesting?**
- **How do you know it is reasonable and customary?**



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# Speaking of Evaluation...





## **You've written. Now what?**

- **Read, re-read, and have others read.**
- **Leave time for edits...and more edits.**
- **Compare the NOFO to your grant response. Is it:**
  - **Complete? Thorough?**
- **Does it respect the limits?**
  - **Page count, font, format, etc.**



# Post-grant Writing Activities

**Congratulations!**

**Celebrate!**

**Take a breather! (2.5 seconds)**

**Play the waiting game.**



# Award Activities



## One of two things happened:

### You didn't get the grant:

- If you plan to write more grants, learn why it wasn't funded, when possible: get scores, read comments, ask what can be done differently (if appropriate).
- Don't take it personally!

### You got the grant!

- Celebrate! (2.5 seconds)
- Open your application, pull your team together, and get busy!



# Post-award Activities



- **Work the grant activities. Use the application as your resource.**
- **Got a problem? Try to work it out. Don't wait!**
  - **Did you address this issue in your application?**
  - **Don't pretend the issue isn't there if it's there.**
  - **If you have a solution to your barrier, implement it.**
  - **If that doesn't work, seek an alternative solution. Has it been addressed by another organization? (Search the internet.)**
  - **Discuss the issue with your funder. (Reporting)**
  - **Schedule a meeting with the funder.**



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# Tips and Tricks

- **Structure your narrative with the required sections.**
- **Avoid using lots of color.**
- **Intersperse graphs and tables. They are an attractive way to tell the story.**
- **If you have lots of acronyms, use a definitions/explanations page.**
- **Remember that your reviewers come from all walks of life. Don't assume that they know what you are talking about.**
- **Do not underestimate the cost of administration. Most federal grants allow a 10% de minimus.**
- **Do NOT wait until the deadline.**
- **Allow 2-3 hours per page.**



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# Hazards to Avoid

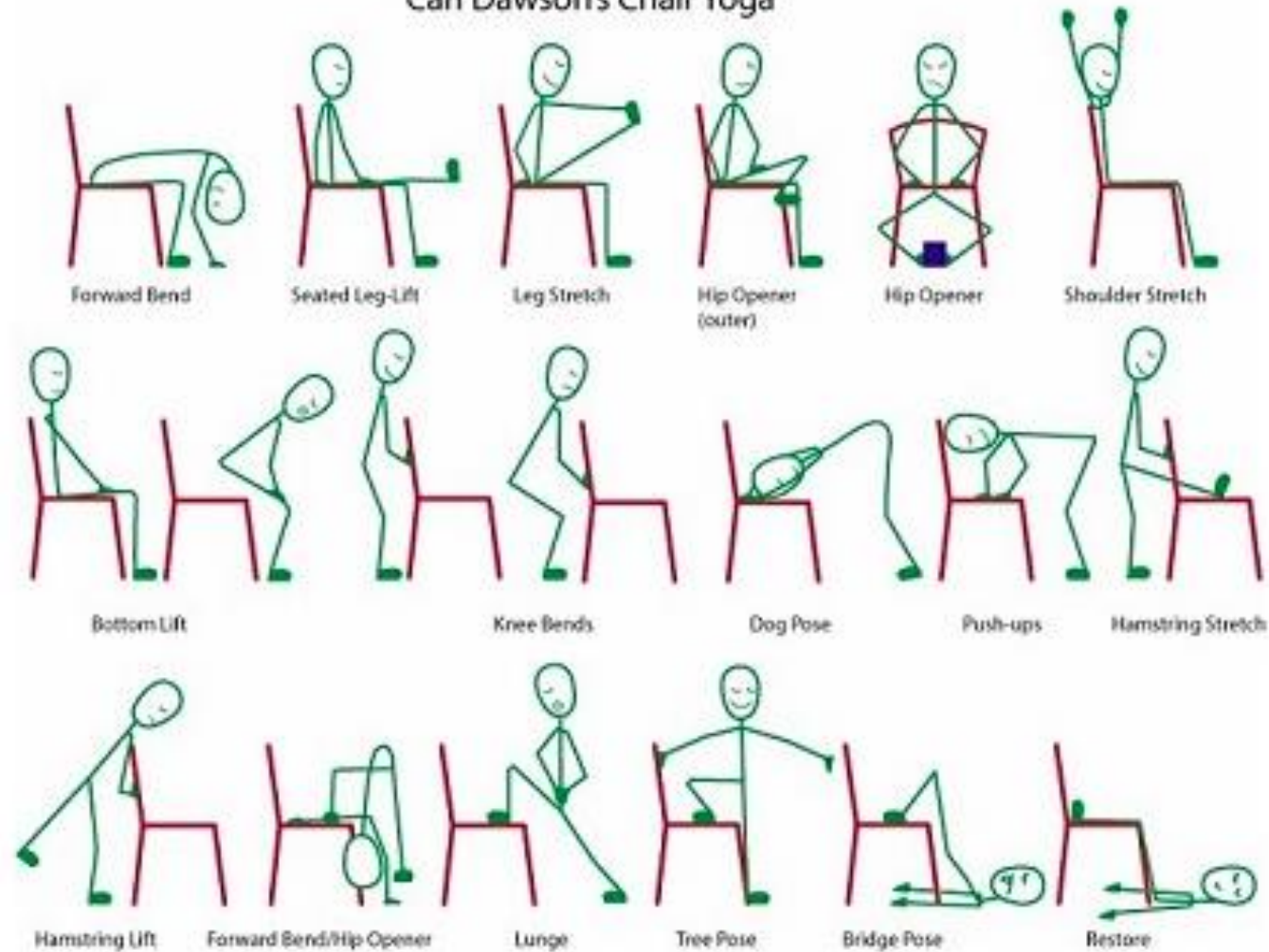
(and how to address them.)

- **Oops! I waited until the deadline and the grant portal or WiFi is down!**
- **Oops! I have a question but the deadline for questions has passed!**
- **Oops! I counted words instead of characters!**
- **Oops! My application surpasses the page allowance!**
- **Oops! I forgot to include an attachment!**
- **Oops! I asked for a Letter of Support (LOS) but was refused!**
- **Oops! I don't have submission privileges and my submitter is on vacation!**
- **Oops! I missed the submission deadline because I didn't pay attention to the time zone!**



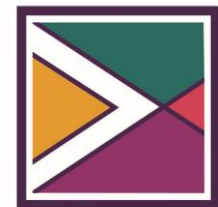
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## Carl Dawson's Chair Yoga



Source: [University of Vermont](#)

# BREAK TIME!



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**Questions?**

# We want to hear from you!

<https://www.surveymonkey.com/r/BSVCGV6>



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# Thank you for joining us!

