

GRANT WRITING WORKSHOP

Recycle Colorado

June 10, 2019

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With special thanks to Lisa Skumatz, SERA

Purpose:
To assist you in...

- **Understanding how grants work**
- **Identifying grant sources (grantors)**
- **Preparing grants (grantees)**
- **Learning how to respond to CO's waste/recycle grant programs**

How Grants Work

- **You see a need (a “project”)**
- **You find a source of funding**
- **Contractual agreement to meet the need is established via a grant**
- **Apply for a grant**
- **Do the project per terms of grant**
- **Get funds**
- **Report to the grantor, get rest of \$**

1st: Identify the Need

Two-directional search

- **A Need in search of a Grant**
 - Learn what citizens, constituents, board members, others say they need?
 - Surveys / roundtables
 - Hold discussions at board meeting
 - What do you get asked for all the time?
 - Keep a running list in the office somewhere
 - → FIND POTENTIAL GRANTING AGENCIES

1st: Identify the Need

Two directional search...

- **A Grant in search of a Need**
 - **What are the grant program's goals & terms?**
 - **Learn more!**
 - **It it a match? Will it enhance your organization? Your constituents?**
- **→ Apply for grant with idea which can be of service (mutually beneficial)**

2nd: Determine the “Fit”

- **Grant programs vary:**
 - Can focus on programs, equipment, very rarely on ongoing operations
 - Learn restrictions on application of funds
 - Requirements for matching funds
- **Check grant program’s fit with your...**
 - Goals and mission
 - Capabilities
 - Timing
 - Resources
 - Priorities
- **Can you ‘sell’ your idea well?**
- **Getting the grant WILL commit your org – it’s NOT free money**

3rd: Generally, Finding Grants

- **Who wants to see this happen & why?**
 - And who influences *them*?
- **Do we know them? Or do our contacts?**
 - Build relationships – especially political ties
 - Build your reputation
 - Work your network
- **Do they have funds?**
- **Network, research, and put your need 'out there'**
- **Assume what you're doing matters**

3rd: Generally, Finding Grants

- **Federal Government**
- **State/Local Government**
- **Foundations**
- **Non-profit operations**
- **Private sources**

Federal Sources

- **Grants.gov**
- **US EPA – National and Region 8**
- **Other federal agencies**
 - **USDA**
 - **DOE**
 - **HUD**
 - **Etc.**

State & Local Government

- **Colorado agencies: CDPHE, DOLA, etc.**
 - **Some RREO tips later!**
- **Local government**
 - **Boulder County grant program**
 - **Competitively bid opportunities**
 - **Gaining interest of policy makers**
- **Special use districts**
- **Build relationships – be political & strategic**

Foundations & Non-profits

- **Grants West**
 - For-hire grant writer; not a \$ source
 - Many resources to aid in getting grants
 - <https://grantswest.com/>
- **CO Grants Guide**
 - <https://crcamerica.org/resources/colorado-grants-guide/>
- **CO GrantWatch™**
 - <https://colorado.grantwatch.com/>
- **Many, many foundations in CO**
 - Each with unique focus
 - Some dedicated to local improvement, e.g., many CO community foundations serving local regions
- **Regional/local non-profits**
 - Hire out for studies, projects, needs



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April 25th, 2019

2019 Residential Curbside Recycling Cart Grant



The Recycling Partnership's 2019 Residential Curbside Recycling Cart Grant Program applications opened on April 25, 2019. This year's Request for Proposals (RFP) offers more funding and flexibility for advancing cart-based curbside recycling in communities of all sizes across the United States through financial and technical assistance than previous years. The 2019 [curbside grant RFP](#) also presents the opportunity for communities to [apply for grant funding](#) to convert bin or bag-based curbside recycling programs to carts or to implement new cart-based curbside recycling programs.

[DOWNLOAD THE RECYCLING GRANT RFP](#)

[Frequently Asked Questions and Answers – Residential Curbside Recycling Cart Grant Application](#)





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Filtered by category: **Grants**

2019 Cart Grant RFP

by: [Amy Randell](#)
Category: [Grants](#)

May 03 Looking to transition to cart-based recycling or bring recycling carts to every household in your community?

[Read More](#)

Rural Technical Assistance Program

by: [Amy Randell](#)
Category: [Grants](#)

Apr 16 **Deadline: June 30, 2019**

Colorado's rural communities are invited to apply for Rural Technical Assistance Program (RTAP) awards, which offer a range of technical initiatives to support economic growth.

[Read More](#)

Lithium-Ion Battery Recycling Prize

by: [Amy Randell](#)
Category: [Grants](#)

Feb 22 **Deadline: June 1, 2019**

The U.S. Energy Department's Lithium-Ion Battery Recycling Prize is designed to encourage American entrepreneurs to find innovative solutions to collecting, storing, and transporting discarded lithium-ion batteries for eventual recycling. It will award cash prizes totaling \$5.5 million to contestants in three progressive phases designed to accelerate the development of solutions from concept to prototype. For additional information about the prize, visit AmericanMadeChallenges.org/BatteryRecycling.

[Read More](#)

Ocean Plastic Innovation Challenge

by: [Amy Randell](#)
Category: [Grants](#)

Quick Links

- [Summit for Recycling](#)
- [Directory](#)
- [Join Now](#)
- [Updates from the Board President](#)

Upcoming Events

- Thu Jun 6, 2019
[Forget Pen and Paper: How To Run Highly Effective Curbside Evaluations](#)
Category: Events
- Thu Jun 6, 2019
[Best for Colorado Award Celebration](#)
Category: Events
- Sun Jun 9, 2019
[Summit for Recycling](#)
Category: Recycle Colorado Event
- Tue Jun 18, 2019
[Circularity 19](#)
Category: Events
- Thu Jun 20, 2019
[Introduction to the Planning for Natural Disaster Debris Guidance](#)
Category: Events

[View Full Calendar](#)

Our Sponsors

Private Granting Sources

- **Trade/industry associations**
 - Usually with specific outcomes or agendas
- **Corporations**
 - Examples
 - Johns Manville & ReSource
 - Western Disposal Services & Resource 2000
- **Etc.**

Being Grant-Worthy - Is Your Organization...

- **Well-established & proven, good reputation?**
- **Managing funds & leveraging resources well?**
- **Well-supported by & engaged with your community?**
 - Includes politicians, constituents, funders, etc.
- **Bringing a fresh, innovative approach to problem...**
 - is it embedded in good strategy,
 - that ties to your organization's mission?

Getting Ready to Apply

- **What will be needed to complete work to meet grantor's requirements?**
 - Align staffing, schedule, matching funds or efforts, and mission
- **What level of effort to complete the grant?**
 - Right skills?
 - Estimate purchases, activities & hours...
- **If you don't have... you may need to pass (no-go), or team up.**

Consciously Make a Go/No Go Decision

- **Time & resources to write grant application?**
- **Consider:**
 - **Realistically gauge likelihood of winning**
 - **E.g., you won last year and want a 2nd grant?**
 - **Understand competitors**
 - **Their political sway, success with granting agency; strengths / weaknesses**
 - **Grantor's history (including with your org)**
 - **Long-term relationship with grantor – and its funding sources**
 - **What did you learn at the Pre-Bid Meeting?**
- **→ Go / no go decision**

Getting Organized to Submit

- 1. Read the RFA carefully!**
- 2. Write outline for grant application**
 - Include everything – *more on that later*
- 3. Create CHECKLIST of everything that needs to be done**
 - Cross-check with outline of your Application
- 4. Create SCHEDULE & ASSIGNMENTS**
 - Do you have the resources to do all this?
 - Will people do what they're supposed to?
 - Who is the coordinator/traffic cop?
 - Build in review, goof-up time
 - ID milestones & critical path items

Getting Organized to Submit

- 5. Convene team meeting/teleconference early**
- 6. Revisit Go/No Go decision**
- 7. Review due dates, milestones to hit**
- 8. Ensure resources are in place**
 - **Time-sensitive tasks: e.g., Letters of reference, signatures from elected officials, board members, etc.**
 - **Needed docs – e.g., 501(c)3 papers; business license**
 - **Production & submittal details: e.g., practice online submittal (some are gnarly)**
 - **Know when key team players are unavailable**
- 9. Everyone knows their role**
- 10. Coordinator has authority**

Stay Organized during Grant App Prep

- **Use your outline & schedule!**
- **Refer to it continuously to...**
 - **Track progress on assembling all the elements**
 - **Keep the grant app-prep team informed & on track**
 - **Identify missing pieces**
 - **Set internal deadlines for production**
 - **Plan for quality review checks**

Notes on Preparing Your Grant App: Style

- **Key – convey passion (active, interested, aligned)**
- **Cover letter as first impression – INTRIGUE THEM**
 - Make key points clearly, succinctly, but with passion.
 - If they read no further, they can “get it”.
 - Link your need & concept to THEIR goals.
- **Body**
 - Clear, concise – brevity – Less is More
 - Explain need or problem you’re addressing & how grantor’s funds will help you solve the problem
- **Ending**
 - End with clear statement of the project’s expected outcomes

Preparing a Grant App: Style, cont.

- **Provide context, relevance, sequencing of the problem for reader**
- **Writing style matters:**
 - **Short sentences – simple, energetic, easy to understand**
 - **Active, not passive tense**
 - e.g., The boy hit the ball vs. the ball was hit by the ball
 - **Avoid technospeak**
 - **Run by a skilled editor/writer if possible**
- **Style tricks**
 - **Key phrases underlined / **bolded** to stand out**
 - **Use on-point, clearly labeled visuals**
 - **Use grantor's terminology – don't "correct" them**
- **Make it easy for scorers to give you points!**

Organizing the Application – Meet RFA's Criteria

- **Structure & label sections per RFA req'ts**
- **Follow grantor's requested organization**
- **Clearly identify sections addressing RFA's evaluation criteria**
 - Put summary up front in short bullets as appropriate
 - Carefully meet budget layout requirements
- **Know your grantor**
 - Review its website, RFA, previous reports
 - Understand **THEIR** priorities*, not **YOURS!**

** and also be able to understand their past work, cite how your idea continues their existing work, meets their goals, etc...*

Basic Elements of a Grant Submittal

- **Cover letter/cover sheet**
- **Executive summary or abstract**
- **Approach to project/scope of work**
 - Application narrative or methodology/work plan
- **Budget**
- **Schedule**
- **Experience & Qualifications**
 - Resumes/biosketches
 - Facilities Requirements
- **MOST IMPORTANT – follow instructions**
 - Double check everything before deadline!
 - Read ALL communications from granting agency

Key Elements to Convey

- **Fiscal prudence & responsibility**
- **Ability to get it done – demonstrate:**
 - **The team & their expertise, education, experience**
 - **Organization's history & experience**
 - **How this project fits in to your strategic plan**
- **Benefits to your clients, stakeholders, community**

TIPS:

Tell a Compelling Story

- **Organize the tale of what you will do with grantor's funds:**
 - Chronological (task by task)
 - Operational flow (how the equipment will work)
 - Material flow from end of 1st use to end market
 - Cause & effect mapping
 - Make it logical; always detail outcomes
- **Address who, what, where, when, why, how**
- **Vivid writing, clarity re main characters**
- **Quantify measurable impacts – graphics!**
 - Jobs created, direct & indirect
 - Tons diverted (know the baseline)
 - Climate impacts – WARM www.epa.gov/warm

Example: New Drop-Off

- **What: New drop-off site in X-Town**
- **Step 1: Baseline – no existing drop-off in X-Town**
 - Assuming all recyclables have been landfilled as MSW
- **Step 2: Research other programs/towns –**
 - Found similar-sized drop-offs collected 1 to 2 tons of recyclables per month
 - Breakdown: 75% of tons mixed recycling, 25% mixed organics
 - Annual estimate: 9-18 tons (mixed recyclables), 3-6 tons (mixed organics)

- **Step 3: Use WARM Model**

“If funded, X-Town’s new drop-off site will result in 12-24 tons of new diversion here, and will avoid 27-54 MTCO₂ emissions per year (*per WARM model*).”



TIPS: Measurability & Tracking

<i>Category of Indicator</i>	<i>Examples (remember to link to goals)</i>	<i>X-Town's Drop-off program</i>
Activities	# brochures, project steps, # participants; # students	# visitors; # cars; # households or businesses using it; visitors by day of week
Impacts	Tons diverted; behavior & perception changes; satisfaction indicators, awareness, program use	Tons diverted, by material; surveys for satisfaction, awareness; surveys of usage
Effectiveness (ratios: impacts/activity, activities/time)	Tons/participant: HH/outreach; changes in satisfaction; wait times; bottleneck indicators	Tons per vehicle per year; increases in HH awareness; etc.
Cost, Savings	Budget expenditures (staff vs equipment); cost for campaigns or programs	Cost (capital and operating); cost of processing; transport; landfill savings → net cost
Cost-Effectiveness (\$/impact-related ratios)	Dollars/ton diverted; \$/advertisement; \$/changed behavior	Net cost per ton diverted; Net cost per dollar invested

TIPS:

Budget & Schedule

- **Schedule, hours, and costs all in one Excel file**
 - **Remember to budget for:**
 - **Time for reviews by grantor**
 - **Administrative time for grant management**

	Hourly Rate	Task 1 hours	Task 2 hours	Total hours	Grant contrib's	Grant request
Smith	\$80	40	20	60	15	
Jones	\$65	20	20	40	10	
Support	\$45	<u>10</u>	<u>18</u>	<u>28</u>	<u>7</u>	
Total Hours		70	58	128	32	
Labor Cost		\$4,950	\$3,710	\$8,660	\$2,165	\$6,495
Expenses (travel)		\$1,000	\$0	\$1,000	\$250	\$750
Subcontractor		\$0	\$2,500	\$2,500	\$625	\$1,875
Total		\$5,950	\$6,210	\$12,160	\$3,040	\$9,120
Sched Start		Week 1	Week 6			
Sched End		Week 8	Week 12			

Tips re RREO Grants

- **CDPHE/ State of CO is risk-averse**
- **Letters of support super-important**
 - Not just elected officials – also PWD, buyers, suppliers, business partners, non-profits
 - Also show contracts, letters of commitment
- **Show context**
 - **Regional studies, e.g., gap analysis**
 - How your grant request will meet identified need
 - **Address:**
 - Uniqueness of your project
 - Complement existing infrastructure
 - Competition & market setting

“We ask
for a lot!”

Eric Heyboer, CDPHE RREO grants manager

More Tips

RREO Grants

- **Job creation & the bigger economic picture**
 - Indirect jobs too
 - New WARM model v15 will include job calcs!
- **Budget narrative**
 - Show 'paper trail' on quotes for contractors, equipment & supplies
 - Don't want to split ownership on equipment
 - Double-check math
 - "Clean & clear" budget
- **Work Plan**
 - Be realistic; do upfront homework
 - E.g., plan time for permitting, procurement, shipping

Even More Tips

RREO Grants

- **Experience of project team**
 - **1-2 paragraphs describing team; formal resumes in Appendix**
 - **Explain pertinent experience in application narrative**
- **New online application submittal system**
 - **Finish your application in your word processor**
 - **Cut & paste into online portal**
 - **DON'T write it in there!**



**KEEP
CALM
AND
RTFM**

THANK YOU from Anne

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