

GOAL: A 5 hour (plus lunch break) introductory course in grant writing. The mission of this course is to raise the capacity of small organizations and individuals to pursue grants and to focus their outreach efforts. To strengthen the impact of the course, participants will be asked to complete brief sample writing during the workshop.

Sponsored by the Ethical Culture Society of Silicon Valley ethicalsiliconvalley.org

Hour #1

Why groups need to pursue grants

Why organizational size doesn't matter in grant writing

Should you/can you pursue federal grants?

How to shape almost any grant to fit your purpose and still avoid "mission creep"

How to frame a narrative that sets you apart from others and develop your talking points

Hour #2

How to write an LOI that attracts attention (defining your audience further)

Why metrics matter (resources for that)

What are capacity grants?

Why sustainability is so important both for you and your funder

When and how to partner, and why partnerships are so important (yet maintain your identity)

The importance of letters of support and how to get them

Hour #3

How to read a grant application

How to research the company and determine their true intent

Why you need to look at other projects that were funded to note patterns

SMART goals

How to fill out a grant application

Common mistakes people make on grant applications

How to prove you're the right organization for their funding project

When and how to ask questions of the grantors

Hour #4

How funders look at budgets

What is a "match," "indirect rate," and how to determine fringe rate

What is a "budget narrative" and why are they so crucial

What are "deliverables" and how to create a list that's the right size

How to draft a budget that accomplishes your goals (yet not over promise)

Hour #5

What insurance do I need?

How to obtain UEI numbers

What about audits and 990s?

How to manage grant tracking,

Release forms

Publicity and photos (and what types of photos are needed)