Developing/ Aligning Programs that Win Grants

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- Co-Owners of HayDay Services – speaking, coaching, and training
- Co-Creators & Co-hosts of Fundraising HayDay, a podcast about grants & such
- Combined 50+ years of grant & fundraising experience
- Grant Professional Certified (GPC)
- International Grant Trainers – more than 20,000 students
- Leadership at board levels: Grant Professionals Association (GPA), Grant Professionals Certification Institute (GPCI), Grant Professionals Foundation (GPF), and Georgia GPA chapter

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HOUSE RULES

- Use chat for connecting with your fellow attendees
- Use Q & A for questions you'd like Kimberly and Amanda to answer
- GMA will make all slides and handouts available to attendees
- This is being recording, and you will receive access to the recording via GMA

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Grants Fix Everything, Right? (Spoiler Alert – NO THEY DO NOT)

Grants DO

- Augment Program/Project Supplies and Staff
- Expand Capacity
- Start Programs or Construction Projects
- Purchase Equipment

Grants DO NOT (Typically)

- Increase Administrative Staff
- Cover General Operations or Budgeted Costs
- Pay Off Debt
- Renew Automatically Without Reporting

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"GRANTable" Programs

- Community-based (infrastructure projects that include Justice40 data for example)
- Regional needs (water, sanitation, transportation, medical)
- Recreational programs and parks
- Growing capacity for public services
- Programs that explicitly meet the need/purpose of a federal program/legislation (pilot programs, drug courts, etc.)

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How do you get started?

Check the grant opportunities daily and pick some things that sound good? Not exactly...

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How do you know if a program or project is suitable for grant funding?

- Understand the components common to every grant
- Compare to your top funding priorities
- **DON'T CHASE THE MONEY!**

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Top Five Common Elements for Grant-Winning Programs

1. Proof of Community Need/Assets
2. Evidenced-Based Program Design (or Solid Track Record)
3. Meaningful and Measurable Goals and Objectives
4. Program and Administrative Capacity
5. Trackable Outcomes
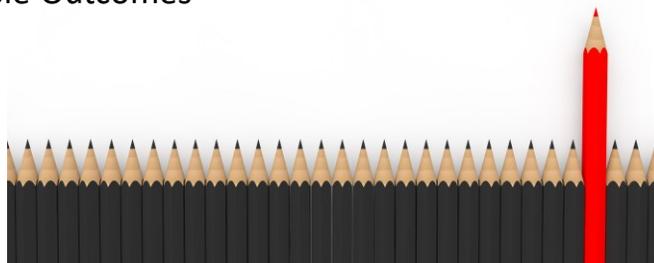
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It is NOT what your agency needs; it IS what the community needs

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Proof of Community Needs/Assets

- Reliable sources of sound information
- Data beyond basic demographics
- Comparison with similar municipalities/counties
- Community involvement/collaboration

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Evidenced-Based Program Design

- Modeled on successful programs in similar situations
- Modeled on research in peer-reviewed journals
- Adapted from data proving local need
- Received input from community members, partners, etc.

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Goals and Objectives

- Goals: long-term, broad impact, may be impossible to achieve
- Objectives: concrete achievements, step-by-step, expect to achieve, should be SMART
  - Specific
  - Measurable
  - Achievable
  - Relevant/Reasonable
  - Timebound

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Program Capacity to Complete and Manage

- Who's running what?
- Why are they qualified to do so?

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Administrative/ Grant Management Capacity

- Who's running what? (procurement, accounting, reporting, etc.)
- Why are they qualified to do so?

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Trackable Outcomes

What does success look like?

- Program delivery checks and balances
- Short-term success
- Long-term success
- Adjusting for lessons learned

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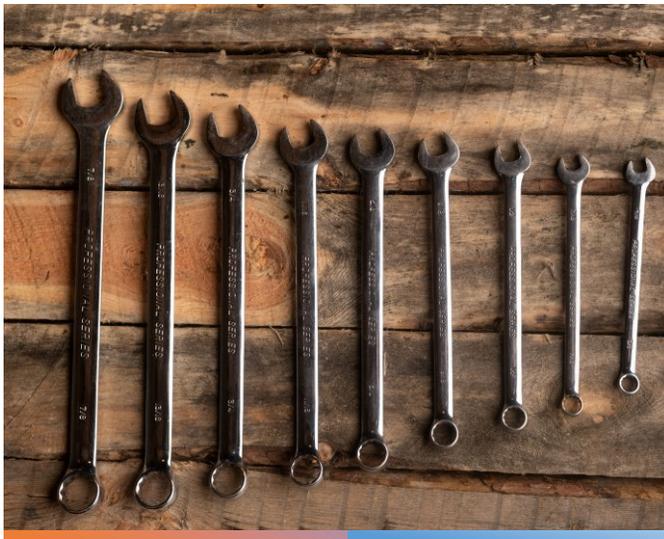
Evaluation Capacity

- Who measures it?
- Why are they qualified to do so?
- Third party hire or in-house?

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Fundraising HayDay Podcast Episodes

- S1, E4 – Internal Controls & Grant Management
- S1, E8 – Getting to Know Your Organization, Community, and Clients
- S3, E10 – What's Your Problem? A Needs Assessment Deep Dive
- S5, E1 – When Should You Write a Grant?
- S5, E6 – How To: Goals and Objectives
- S6, E1 – Stop Chasing the Money
- S6, E3 – How To: Evaluation
- S6, E5 – Show Me the Data

Find episodes on Apple Podcasts, Spotify, or our website: www.haydayservices.com/podcast/

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QUESTIONS & RESOURCE GUIDE

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Where to find us!

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