

The Art of the Ask

Learn about basic grant writing and how to ask for extra funding for resources not in your current grants.

Course Agenda

- Components of a Grant
- A.E.O. (Ask Everyone Often)
- Opportunities for Community Support

Components of a Grant

WHAT ARE THE STANDARD COMPONENTS OF A GRANT PROPOSAL?

- Cover letter, title page, and abstract
- Statement of the Problem / Needs Statement
- Project Description (goals and objectives and methods / activities)
- Evaluation Plan
- Budget Request and Budget Justification
- Applicant Qualifications
- Future Funding Plans / Plans for Sustainability
- Appendices

Cover Letter

- Describe the agency's interest and capacity to successfully implement the proposed project
- Have an upbeat tone that makes it stand out in a positive way
- Summarize the project
- Designate a contact person for any questions about the project

Title Page

- Project title
- Name of the agency submitting the grant
- Agency address
- Name of the prospective funder
- Beginning and ending project dates
- The total amount requested

Abstract

The abstract includes a summary of the statement of the problem / need, overarching goals of the proposed project, a summary of the methods that will be used to implement and evaluate the project, and a final paragraph describing your group's or agency's capacity (expertise and resources) for carrying out the proposed project.

Statement of the Problem / Needs Statement

Your problem or needs statement should accomplish the following:

- *Document the problem you want to address* (use text, statistics, and graphs / charts)
- *Describe the causes of the problem*
- *Identify approaches or solutions attempted*

Project Description

(goals and objectives and methods / activities)

Once you have captured the attention of the reviewers by clearly and effectively documenting the need for funding, you get to present the details of how you plan to implement your program.

This section of your proposal should guide the reviewer step by step through all activities needed to accomplish your goal(s).

Project Description

The project description includes three main pieces of information:

- Goals and objectives
- Methods or activities for addressing the identified problem or need
- A time line chart for the completion of each activity

Goals and Objectives

Goals are broad statements with a long-term, ideal outcome in mind. For each goal, you might develop numerous, corresponding objectives. Objectives are specific statements that will indicate to the reviewer exactly how you plan to achieve your goals.

Methods/ Activities

Now break down each objective into a series of activities needed to achieve it.

The methods section describes in detail how you propose to carry out your goals and objectives over the course of a project.

Evaluation Plan

The purpose of the evaluation plan is to show how you will measure the completion or success of process and outcome objectives.

Process= What you did to implement your project

Outcomes= Results of the activities

Outputs= Number(s) of activities

Outcomes are about measurable change:

- changes in learning, (knowledge, skills, attitude)
- changes in action, (behavior)
- changes in condition. (safer, healthier community)

Outcomes are Results

- Outcomes you expect to see during the program are “short-term”.
(Knowledge, Skills, Attitude)
- Outcomes you want to see at the end of the program are “long-term”.
(Behavior)
- Outcomes you hope to see eventually are Conditions- a Safer, Healthier Community.
(Usually *outside of the scope of your project*)

Using Logic Models to Bring Together Planning, Evaluation, and Action

Problem Statement: *What problem does your program address?*

Goal: *What is the overall purpose of your program?*

Resources: *What do you have to work with?*

Activities: *What will you do with your resources?*

Outputs: *What are the tangible products
of your activities?*

Outcomes: *What changes do you expect to occur
as a result of your work?*

Outcomes Chain *If/ then...*

External Factors: *Other influences on program results*

Problem Statement Youth have easy social access to alcohol

Goal Reduce 30 day underage drinking rates by 10%

Resources Community Coalition & Other Partnerships

Activities Parent education campaign

Outputs 85% of adults in our community will receive information about adolescent alcohol abuse and its effect on the brain.

Outcomes 50% of participants surveyed will report friends and relatives as the primary sources where people under the age of 21 obtain alcohol compared to the 68.83 % today.

Outcomes Chain If we educate the public about adolescent alcohol abuse then the public will have a change in perception of harm which will lead to a reduction in making alcohol available to minors.

External Factors Political, Economic, Social

Applicant Qualifications

Use this section of your proposal to convince the reviewers why you should be funded rather than someone else. What makes your qualifications and your approach or strategy better than the competitor's?

Budget Request and Budget Justification

Staff salaries

Taxes

Fringe benefits

Indirect costs

In kind items

Rent and utilities

Equipment and supplies

Postage

Travel

Future Funding Plans / Plans for Sustainability

Some programs require a match of funding from the beginning.

Funders will want to know how grantees' matching funds will be provided and sustained.

While you cannot guarantee that your proposed program will be self-sustainable, it is important to make your best case for sustainability and describe a plan.

Appendices

Appendices are supplemental materials that do not belong in the body of the proposal, but nevertheless are important pieces of information, such as:

- A marketing or dissemination plan schematic
- A project staffing flow chart
- A time line chart of proposed activities (you might include this in the body of the proposal instead of or in addition to here)
- An evaluation instrument (e.g., a survey that will be used)
- Any existing educational or printed materials to be used
- Biosketches or curriculum vitae of key project personnel, including Advisory Board members and any consultants already identified
- Letters of support and/or participation

Who in your community provides an opportunity for donations every time they meet?

What opportunities do you provide for people to support your agencies great work?

How can I donate something RIGHT NOW ?

Opportunities for Community Support QR Code, Business Card, Donation Box, the Ask

The Art of the Ask in Four Steps

- 1) Deliver your “Elevator Speech”
- 2) Ask (the correct question)
- 3) Shut Up (let their brain process the question and develop an answer)
- 4) Smile (and wait for their answer)

The Art of the Ask Step One

- 1) Deliver your “Elevator Speech”

“A *concise, carefully planned and well-rehearsed* description about your project that anyone would be able to understand in the time it would take to ride up one floor in an elevator.”

The Elevator Speech

It includes 4 key things:

- HOOK
- 100-150 words (about 30 seconds when spoken)
- Passion
- A request

Hook: It’s important that you have their attention so they want to hear what you have to say.

Possible questions to “hook” your audience:

Bullying- How many students don’t go to the bathroom at school because they are afraid of being bullied?

Teen Dating Violence- How many students are afraid of the person they are supposed enjoy being with?

Drugs- How many students were offered Xanax or Ritalin at school today?

Healthy Eating- How many people did not eat a healthy meal this week?

100-150 words: (*about 30 seconds when spoken*)

Passion: If you are not passionate about your topic then your audience will be less likely to answer your request.

Request: Finally you must ask for something. It could be as simple as asking for more of their time or support.

The Art of the Ask Step Two

2) Ask

“How do you see yourself getting involved?”

“How do you see yourself partnering with us?”

“How do you see yourself supporting our youth?”

The Art of the Ask Steps Three & Four

3) Shut Up (let their brain process the question and develop an answer)

4) Smile (and wait for their answer)

More Opportunities for Community Support

Mail Outs, Community Events, Show & Tell, Luncheons

Dear «Prefix» «First_Name» «Last_Name»,

Imagine, a strong community, where families raise healthy children, free from the effects of substance abuse. Healthy families are the building blocks for a strong society yet substance abuse fractures family foundations.

The effects of substance abuse are felt throughout our community, such as increased crime, drunk driving, students on drugs and families in trouble, all at the cost of the taxpayer.

In Our Community, there is hope, there is help, and there is (the agency’s name). Since 1979, We have provided free, premier Research-Based Recovery, Education, and Prevention Services designed to prevent the onset of, interrupt the progression of, and support the recovery of substance abuse for adolescents and their families.

In Our Community, during the past 26 years, We have served 14,122 adolescents, 5,616 parents and 8,793 adults absolutely free of charge.

Today we are asking you to be a partner with us, so that we can provide our life changing services. «First_Name», 18% of our annual budget will come from individuals like you.

***** Your Donated Dollars Double *****

Any new contribution made to (the agency) will be matched dollar for dollar through the generous \$30,000 challenge match from the Community Foundation.

Your contribution today of \$25 will be turned into \$50; this will provide one month of counseling for 2 adolescents.

A gift of \$50 doubled, will provide two month’s of counseling for a parent in need.

A gift of \$100 doubled, will provide six month’s continuous recovery services for an individual.

Please partner with us today and you will help build a strong community, where families raise healthy children, free from the effects of substance abuse.

Community Events

Regional Policy Forum, Crowns of Glory Hat Show, Unity Music Festival Community Pachanga, Celebration Midland, Polo for PDAP- *We tied into an existing event.*

Regional Policy Forum

We hereby request your partnership to build a stronger community, where Midlanders raise healthier families, through a comprehensive plan of action to reduce underage drinking and substance abuse, through sustained efforts in prevention, awareness, education, and enforcement.

Crowns of Glory Hat Show

An afternoon event where everyone – men and women – put on their favorite hat and enjoyed refreshments, door prizes, entertainment, and local ladies modeling their finest “church hats.” Designed to reach – and honor – older adults in the black community and introduce them to our recovery and prevention services.

Juneteenth Unity Music Festival

An evening of music on the Juneteenth stage, providing safe, drug and alcohol-free entertainment for adolescents & young adults.

Community Pachanga

Community event – this time celebrating Juneteenth – with free food, entertainment and activities. Community agencies set up booths and voter registration is available. PDAP and the Midland Coalition will cook and serve hamburgers. We will have handouts and fun prevention items for adults and children.

Celebration Midland

P.D.A.P. invites you to sponsor “Celebration Midland”
A safe & alcohol free New Years Eve Community Event.
December 31st at the Midland Center

We are seeking community minded leaders to share in underwriting this safe, alcohol free family event. Building a stronger community where its members raise healthy families is an ongoing process. Building a stronger, healthier community involves continuous partnerships from every part of the community.

Will you be part of this year’s premier community event, “Celebration Midland”?

This safe and alcohol free community festivity will provide family fun for all ages. We will have ongoing activities in every room of the Midland Center from 6:00 p.m.- 12:30 a.m.

Your sponsorship of Celebration Midland will help create positive change in Midland, Texas

Luncheons

Honoring Judge Hyde, Lunch & Learn, Donor Appreciation Luncheon, Volunteer Appreciation Luncheon

Honoring Judge Hyde

Judge John Hyde spoke often of our Midland History;
this year we want to honor him as a part of our history.

Judge Hyde served as our Chairman of the Board for two terms. He continued to support and advise PDAP all through the years. Judge Hyde dealt with many cases which involved substance abuse and he understood that PDAP is here to help young people and their parents solve their common problems and recover from the effects of mind-changing chemicals. **Once a year we ask our friends to donate \$50.00 or more to be a partner in our continued services.** This year we will be honoring Judge Hyde by serving each day with the same concern, integrity, gentleness, honesty and great sense of fairness that Judge Hyde was known for in this community.

We also will be naming our auditorium the Hyde Family Auditorium and having the dedication in the spring, to insure Judge Hyde's legacy at PDAP. **Your \$50.00 or more will make a difference and we will display your name on our "Wall of Friends" in the Hyde Family Auditorium.**

Your generous contribution will comfort a parent, help a teen have the option of a good decision about their life, help an adult continue a clean and sober life, give a family an opportunity that did not think possible, give an employee a second chance, and offer schools free programs for students which enhance their life skills. Thank you for giving and helping PDAP honor Judge John Hyde's dedication to our community.

Lunch & Learn or Show & Tell

Please join us for "Absolutely Free" at the Midland Center. The luncheon will begin at 11:30 with a buffet, followed by a Program at noon that will last about 45 minutes.

Donor Appreciation Luncheon

Will you be our Valentine? We hope so, as we celebrate Valentine's Day one day early with our Heart of PDAP Luncheon on Wednesday, February 13, at the Community Center. This is our chance to say thank you for the way you have touched our hearts over the years with your service, support and contributions. The luncheon will begin at 11:30 with a buffet, followed by a Program at noon that will last about 45 minutes.

Volunteer Appreciation Luncheon

Each Spring, DFYIT (Drug Free Youth in Texas) holds a special event to honor and recognize the many volunteers who help make the work of DFYIT possible. Throughout the year, hundreds of parents and other volunteers help conduct the program. This is also the occasion to honor DFYIT's Teens in Charge who have worked tirelessly to effect change in their schools. **Two Senior teens will each receive a \$1,000 scholarship.** The cost to underwrite the luncheon is \$500.

As an underwriter of one or more scholarships, your name (should you desire) will be part of the scholarship name, e.g.: The Smith Family Scholarship.

References: <https://ctb.ku.edu/en/table-of-contents/finances/grants-and-financial-resources/writing-a-grant/main>

Resources: <https://preventiontrainingservices.com/wp/resources/>