



California Department of Food and Agriculture
Federal Funds Management Office

Grant Proposal Development

Steps to Develop a Grant



Step 1: Assess Your Situation

Have a plan in place and take advantage of opportunities.

- Assess your organization's strengths
- Identify and prioritize needs
- Have the resources and financial system

TIP: Don't take on more than you can handle

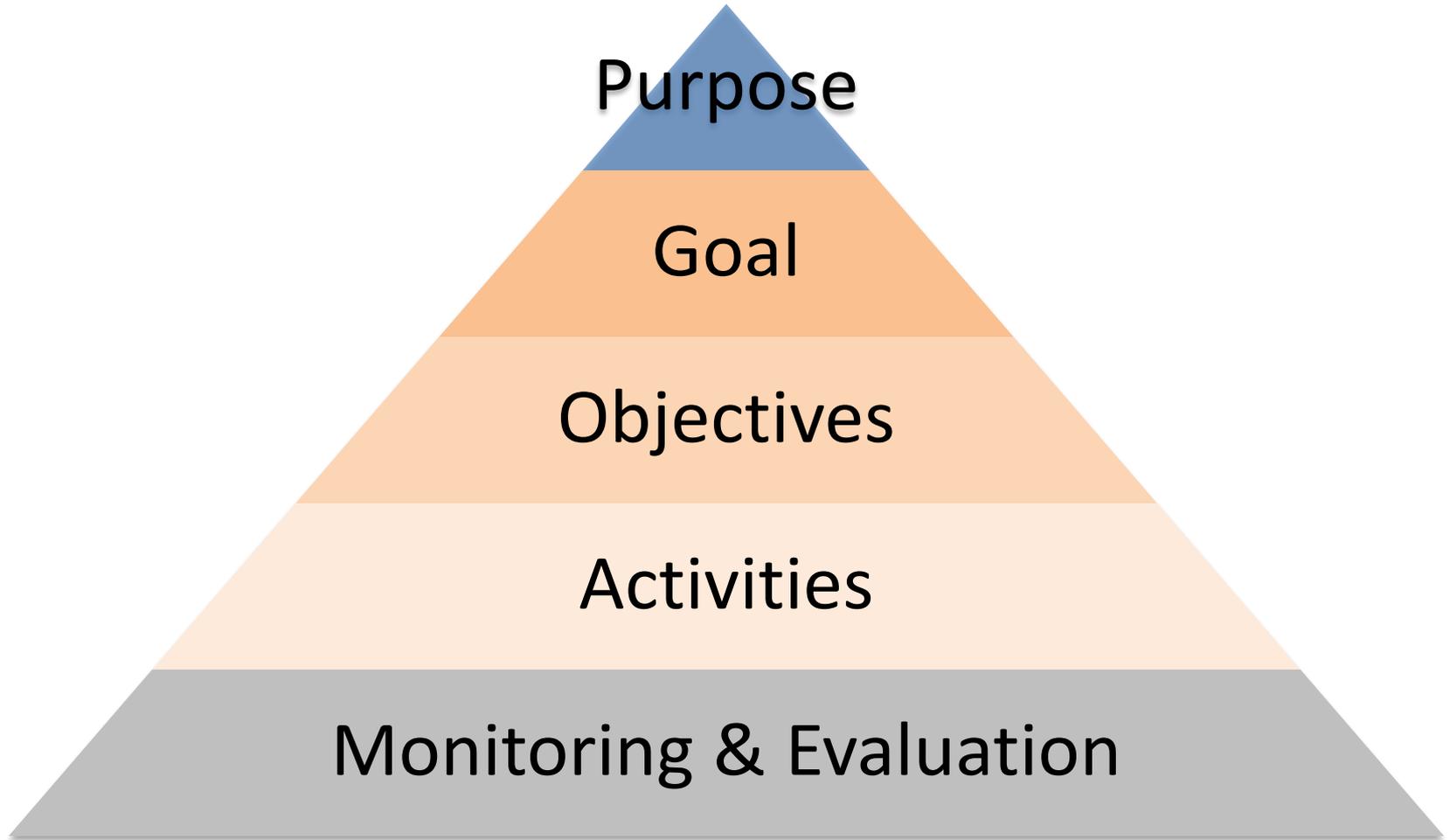
Review Funder Information

Important information to identify:

- Eligibility Criteria
- How to Apply
- Timelines
- Funder Priorities
- Grant Amounts

TIP: Review information on previously awarded projects to see what is desired.

Step 2: Frame Your Project



Purpose



- Overall reason or rationale for the project
- Explains **why** project is relevant
- Often based on identified need(s) or aspiration(s)
- Evidence (e.g. data) of need is usually required

Goal



- Broad statement of what will be accomplished
- Improvement(s) and how beneficiaries will benefit
- Verifiable at the end of the project

Objective



- Final results put together to achieve goal
- Similar to goals, but more specific and focused on time frames
- Quantifiable (numeric values: percentages, score, other numbers demonstrating change)

TIP: Federal grant proposals typically require measurable objectives that relate to their stated priorities.

Formulate SMART Objectives

TIPS

- ✓ Use action verbs
- ✓ Determine how you will collect and analyze the data and information

Objectives should be **SMART**

- **S**pecific statements of what the project will accomplish
- **M**easurable or observable
- **A**chievable
- **R**ealistic concrete results a project can actually accomplish
- **T**ime-bound

Connect the Project Elements

- Link purpose, goals, objectives, activities, & budget
- Focus on developing the logic of your project

Purpose	Train a new generation of farmers in bio-intensive specialty crop growing to strengthen food security and increase participation in the specialty crop economy
Goal	Increase knowledge of the next generation of specialty crop growers
Performance Measure	Pre and post-workshop surveys specific to each workshop's focus (tracking change in knowledge and attendance)
Benchmark	Currently, only 10% of county residents know bio-intensive methods
Target	50% - 70% increase in community knowledge of bio-intensive methods for locally cultivated, sold, and purchased specialty crops
Output	Train 3,000 new students, farmers, and under-resourced residents

TIP: Output = Activity; **Outcome** = Accomplishment

Activities



WHAT (Activities)	WHO (Performed By)	DATE(S) (Month/Year)
Gather & assess grower data	Suzie and team Project Director; Project Coordinator	Nov 2015
Develop outreach materials	Jane Smith Produce Specialist (Contractor)	Dec 2015
Conduct outreach meetings	Project Coordinator	Fall Nov 2015 – Jun 2016
Final Project Evaluation	Project Director	Jun 2016

- Determine activities required to reach the milestones
- List the activities in a work plan

Monitoring & Evaluation

Purpose: Allows tracking of planned milestones and intended results



Tips for M&E

- Note an amount that can easily measure your achievements to help assess performance or reflect changes
- Devise data collection methods such as surveys or testing
- Interpret findings and apply lessons to improve program management and increase benefits

Budget



- Link budget with the activities, objectives, and goals of the project
- Reflect the total amount requested and line items
- Make sure expenses are allowable according to regulations and guidelines
- Matching Funds (MF) and In-Kind Contributions (IKC) – if required

TIP: Don't include MF/IKC in the budget for the Specialty Crop Block Grant Program

Step 3: Write the Proposal

- Be Concise
- Remember the grant process is competitive
- Demonstrate best overall value
- Keep deadlines in mind
- Allot enough time to complete

Elements of a Concept Proposal

- Statement of Need/Purpose
- Impact on Beneficiaries
- Expected Outcomes
- Methodology and Activities
- Financial Information

TIP: 2-3 pages providing a snapshot of the project

Budget

Should be:

- Reasonable and accurate
- Allowable
- Corresponds with project objectives
- Addresses matching requirements

Budget Items:

- Personnel (salary & % of time)
- Fringe Benefits
- Travel
- Equipment
- Supplies
- Contractual (technical expertise)
- Other costs
- Indirect Costs (overhead)

Elements of a Grant Proposal

Contact Information	Person's name, organization, address, email, telephone.
Needs Statement/ Purpose	Description of critical issues and why project is necessary. Focus this section on what your intended project is addressing, not on broad remarks.
Impact/ Measurable Outcomes	How project will be implemented, including: measurable goals and objectives, activities, impact on beneficiaries, anticipated results, sustainability, timeframe, and collaborating organizations.
Monitoring & Evaluation	How project will be monitored and evaluated to ensure the project is on track and the results are being achieved.
Budget	Costs for project, amount requested, in-kind contributions, and other sources of funding.
Organization Information	Staff qualifications and internal controls.
Abstract	Summary of proposal including a statement on the purpose of the project, expected results, and why funds are requested.

Link to Review Criteria

Examples of review criteria funders may use to review, rate, and evaluate your proposal:

1. Relevance and Effectiveness
2. Feasibility and Efficiency
3. Impact
4. Sustainability
5. Capacity

Don'ts of the Proposal Process

- Don't submit a proposal without editing for grammar and spelling
- Don't submit a proposal budget with mathematical errors
- Don't submit a proposal intended for another funder if it does not meet the guidelines
- Don't assume you'll receive funding
- Don't wait until the last minute

Step 4: Communicate With the Funder

Funders usually require:

- Periodic reporting
- Site visits and audits

Note:

- Most funders take past performance into consideration when making funding decisions
- Frequency and type of reporting is usually noted in the grant agreement letter

Resources

State and Federal Resources

Catalog of Federal Domestic Assistance	https://www.cfda.gov/
Federal Grants	http://www.grants.gov/
CA.gov Grants	http://www.ca.gov/Grants.html

Free Grant Writing Tools and Workshops

Grant Space - Foundation Center (Proposal Writing and Budget Webinars)	http://www.grantsspace.org/
Non-profit Guides (Grant Writing Tools)	http://www.npguides.org/index.html

Other Training

Management Concepts – Grants Management	http://www.managementconcepts.com
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Questions and Comments

