

# Ten Keys to Writing Successful Grants

\$\$\$ Millions in grants are available every year. They're going to someone. Why not you? A great idea is only the beginning. How you write your application will make all the difference.

 #1	<p><b>What is the mission of the organization offering the grant?</b>  <i>What impression do they hope to make on the world? What is the notice of grant opportunity (NGO) asking you to do that will help them meet their mission?</i></p>
 #2	<p><b>How will the grant-funded program help you meet your mission?</b>  <i>Which of your objectives will this program address? Articulate how this grant will augment, strengthen, and or expand what you are already doing.</i></p>
 #3	<p><b>Identify the alignment between Key 1 and Key 2.</b>  <i>Is there a strong match between your missions and goals and theirs? If not, move on to another grant.</i></p>
 #4	<p><b>Consider all possible costs and resources needed.</b>  <i>Time is also money. Beyond grant-required budget items, assume that every individual, space, or tool has a cost.</i></p>
 #5	<p><b>Don't choose or write a grant that will unduly encumber your organization.</b>  <i>Are additional/matching funds needed? Will your program work and continue without requiring more of your own resources than you can manage?</i></p>
 #6	<p><b>Demonstrate your ability to implement the grant program.</b>  <i>Describe 2-3 past similar successes, your team's particular set of cumulative skills, and partners committed to supporting this effort (in any way, shape, or form).</i></p>
 #7	<p><b>Articulate your needs.</b>  <i>Who specifically will this grant help, and why this target group? Why now? Why are these grant funds the better, best, or only solution to meeting their needs?</i></p>
 #8	<p><b>Demonstrate sustainability.</b>  <i>How will you use funds to build capacity (ex. train staff, purchase tools) during the grant period? How will you keep the program going after the funds are spent?</i></p>
 #9	<p><b>How will you measure success?</b>  <i>What will a success program look like? What relevant data (qualitative, quantitative, even anecdotal) will you produce that you've met your goals?</i></p>
 #10	<p><b>What impressions will your program make on the community and beyond?</b>  <i>How will you draw attention to the grant award and your program? How can the grantor highlight what you've accomplished? What about it is press-worthy?</i></p>