

Grant Writing 101

Chris Edmonston











Grants are not given to help you reach your goal

Grants are a marketing tool

If your grant application doesn't meet the grantors needs, you won't get the grant.

Successful Grant Writing

- Game plan
- Writing the grant
- When the grant is approved/denied
- Follow up



Game Plan

- What's the need?
- Brainstorming
- Timing
- Any Connections



Game Plan



- Where's the Money?
- Learn about the grantor
- Resisting Temptation

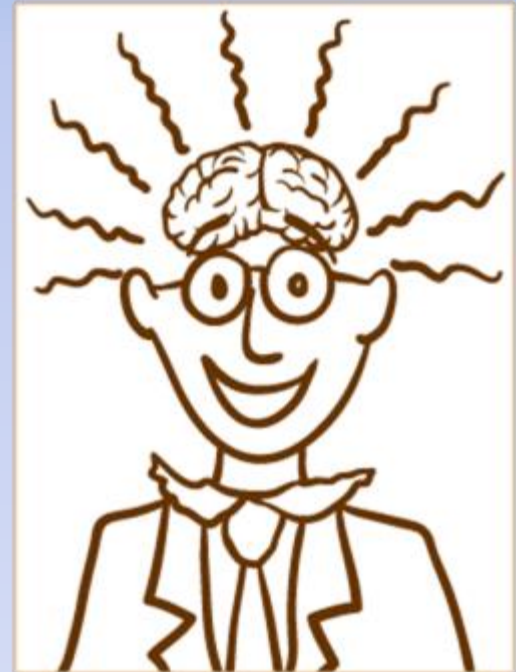
What's The Need?

- Need or want?
- Strength
- Specific



Brainstorming

- What's the niche?
- Who is your point person?
- Who will write the grant?



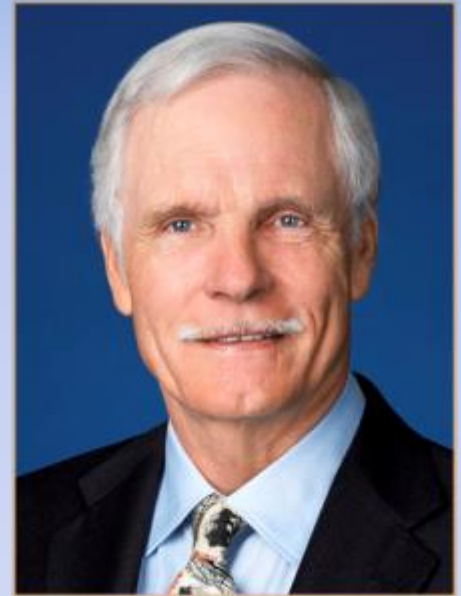
Timing

Lack Of
PLANNING
On YOUR Part
C DOES NOT
Constitute an
EMERGENCY
On MY Part



Any Connections?

- Local, Regional, National
- Known & not-yet-known



Where's The Money?



Learn About The Grantor

Home | About Us | Boating Safety | Clean Boating | Education | Equipment Rentals | Programs | Support Us ☆

ABOUT US

About the Foundation


Who We Are

- Who We Are
 - Mission Statement
 - Meet the Crew
 - Annual Report
 - Support Us
- Connect With Us


Follow Us

- Like us on Facebook
- Follow us on Twitter
- Follow us on Pinterest
- Add us on Google+
- Visit us on YouTube


Mission Statement




Meet the Crew




Annual Reports



Support Us



Contact Us



Learn About The Grantor

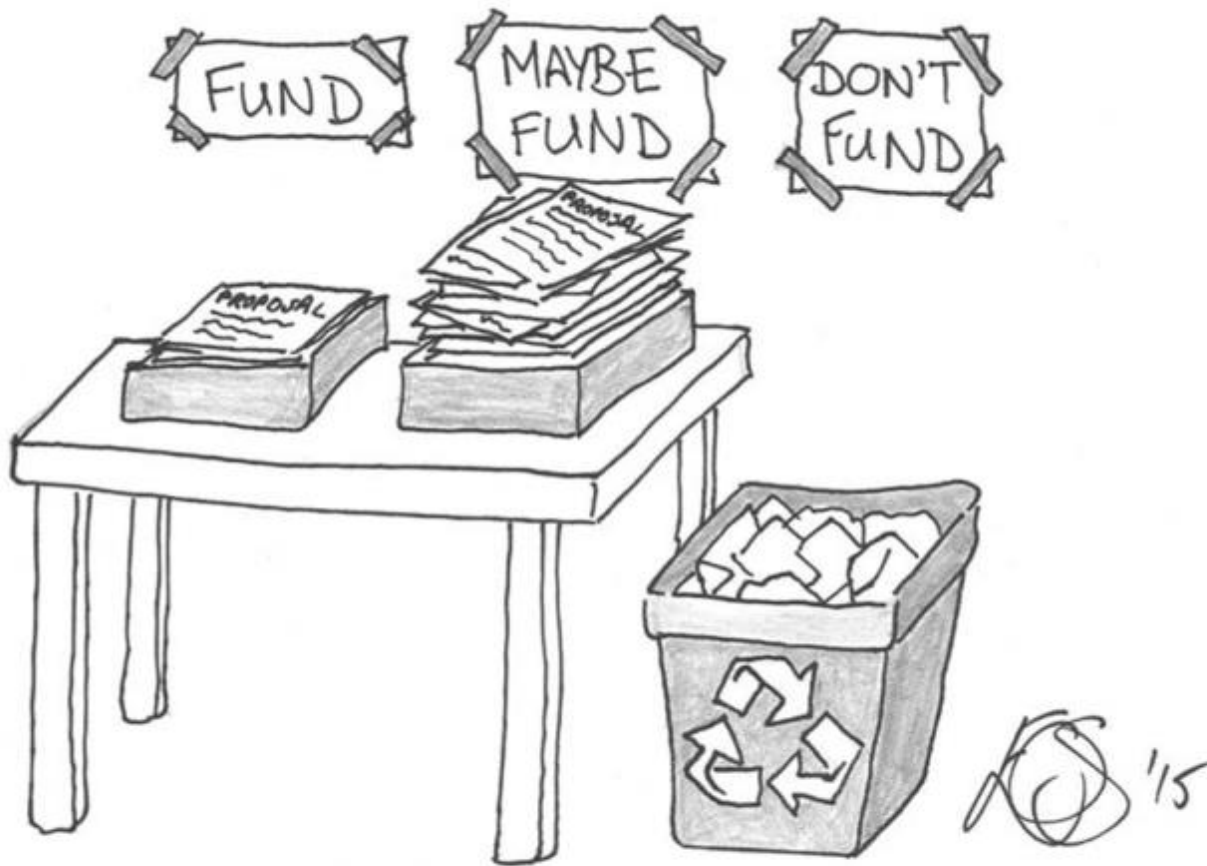
GRANTS ARE NOT:

- An afterthought
- A give away
- Mandatory



Resist Temptation





Review panel categories.





FS '15

“Is it just me or are these review panels getting a lot tougher?”



Do your homework on the grantor!

People give money to people

Writing The Grant

- Make sure you are qualified for the grant
- Thoroughly review the application instructions
- Find themes/buzzwords
- Compare notes/talk with grant manager



Writing The Grant

- Follow instructions
- Review completed application
- Send it in ON TIME





Simply following instructions will put you ahead of the majority of your competition

The Grant manager can make or break you. Do not ignore this relationship

What Happens Next?

- Talk with grant manager
- Review application
- Revise
- Resubmit



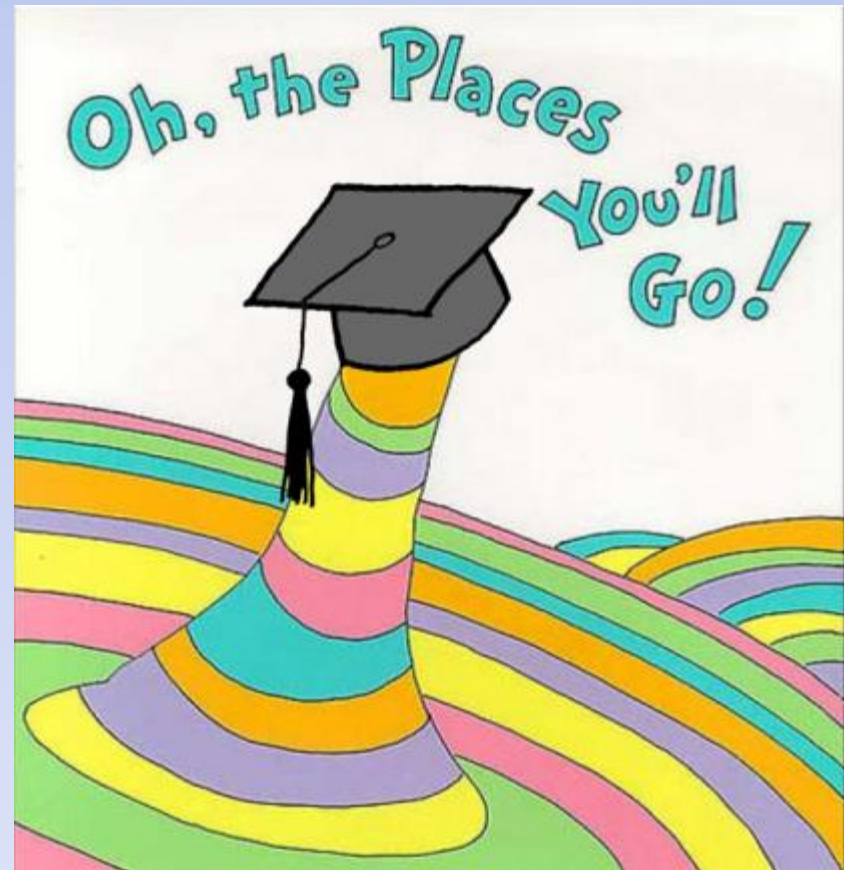
If You Receive A Grant...

- Establish a dialog with the grant manager
- Submit reports/receipts and any press according to the terms of the grant
- Stay on top of delays and modifications
- Over deliver on what you agreed to do.



After The Grant

- You've proved yourself!
- Keep in touch with grantor
- Use the connection
- Be a reference for others
- Pat yourself on the back!





Don't take rejection personally, or as the final word

What you do after you get the grant determines
whether or not you'll get another

Application Review

Applicants must submit two CDs with the application packets. Each CD must include the following:

1. Completed application (including separate documents for the project and budget narratives, and budget table.)
2. Letter of Support for the project from a fisheries biologist or other official at the appropriate state or federal resources agency.
3. Evidence of the recipient organization's tax-exempt status (if applicable). Letter(s) of approval/cooperation from private landowner(s) (if applicable).
4. Acquired federal, state, and local permits/approvals or application (if permits/approvals are pending). More details are provided in the Permit States section of the application.
5. Additional supporting documentation, including maps and photographs. Maps must outline and identify the project location as it relates to the overall watershed or regional area. Photographs must be current images of the proposed project site(s). Pre-, during, and post-project photographs are required with grant reporting.
6. Design plans (if applicable).

Application Review

Submission Document:

“Imagine your report as a news release. Direct and to the point. Touch on the who, what, where, when and how. In a series of narrative paragraphs, explain how you met the criteria. Be concise. You must be able to tell us everything we need to know about the project on two pages (double spaced, 12 pt. font, not including photographs). Excessively lengthy submissions will not be reviewed.”

Application Review

Partners:

Winners involve local communities and businesses, state natural resource agencies, local schools/universities, other fishing clubs and conservation organizations such as the Fish America Foundation, Friends of Reservoirs, etc. More partners allow projects to have more significance than those that are done in the short term with just a few people.

Application Review

- **Creativity:**
- Is this a new concept? Creativity gets extra credit for setting examples that can be picked up by others, particularly when publicized in B.A.S.S. Times and on Bassmaster.com. An entry should inspire others to pick up more challenging and creative projects of more significance.

Criteria	Possible Points	Comment	Score
Provide Partnership Efforts	1: 5 pts 2: 10 pts 3 +: 15 pts		
Use Innovative Techniques	0 – 15 pts		
Include Other Funding Sources	25%: 0 pts. 26-35%: 5 pts 36-49%: 10 pts 50% +: 15 pts		
Are Cost Efficient a. existing services = 0-5 b. cost per “slip” = 0-5	0 – 10 pts		
Provide Way Point Linkage	0 or 10 pts		
Provide Access To Opportunities	local: 5 pts regional: 5 pts national: 5 pts		
Provide Significant Economic Impacts	1 – 5 pts		
Include Multi-State Efforts	5 pts		
Total Points	90 Max.		

Application Review

- Implement angler and/or boater retention or reactivation strategies to help increase participation to 60 million anglers in 60 months by utilizing RBFF's Retention and Reactivation Toolkits, specifically:
 - The [Direct Mail & Email Marketing Toolkit to Reactivate Lapsed Anglers Toolkit](#) and/or the [First-Time Buyers Retention Email Campaign Toolkit](#)
 - Email templates can be downloaded in the [Marketing Materials](#) section of the Resource Center on TakeMeFishing.org/corporate

- Funder says:
- “We don’t buy computer equipment.”
- “No salaries covered.”
- “Must be DIRECTLY boating related.”

Grant application asks for:

- 1/3 of the applications ask for computer equipment.
- “We want to compensate our instructors for teaching this free course.”
- “We want to meet with lawn care pros in the area to educate them to limit fertilizer run-off into the lake.”

Closing thoughts

- Follow instructions to the letter
- Make sure your numbers are realistic
- Make sure your numbers add up
- **PROOFREAD!**



Closing Thoughts

- Talk to giver.
- Follow directions.
- Get an extra read.
- *Make it easy for them*





YOU CAN DO IT!

RBFF Grant Programs

**State R3
Program
Grants**



George H.W. Bush *Vamos A Pescar*[™] Education Fund

2019 Grants

The George H.W. Bush *Vamos A Pescar*[™] Education Fund provides funds for state agencies to match and sub grant to local organizations.

[Download the Grant Guidelines](#) for the George H.W. Bush *Vamos A Pescar*[™] Education Fund 2019 grants.

www.TakeMeFishing.org/EducationFund



George H.W. Bush *Vamos A Pescar*[™] Education Fund

Program Parameters

Programming must be:

- Family-focused: Program will encourage participation across multiple generations and gender
- Focused|on Multiple Opportunities: Program will provide multiple opportunities for the same audience to participate in fishing and/or boating
- Metro-centric: Program will encourage focus in metro areas
- Ethnically-inclusive: While a majority of participating families will be Hispanic, the event will be open to families of all races/ethnicities





George H.W. Bush *Vamos A Pescar*[™] Education Fund

Grant Guidelines

Funding and Matching

- There will be up to \$80,000 in grant funds available for the 2019 grants program. Grant funding is from 100% non-federal sources. Minimum of \$5,000 required for grant program applications.
- State agencies receive and sub grant funds to local organizations.
 - Government agencies and 501(c)(3) tax-exempt organizations/non-political groups are eligible to receive funds from the state agencies. Religious groups are eligible only if non-religious, fully-inclusive activities are planned.
- State agencies must provide a minimum 1:1 cash match. Greater consideration will be given to programs that provide greater than required cash and/or in-kind match. Source of matching funds can be Sport Fish Restoration (SFR) dollars, private donors, federal funds, state funds and/or NGO contributions.
- State agencies manage process to request, review and recommend applications for funding.

Grant Guidelines (continued)

To be Considered for Funding

- Applicants should plan programming any time from February 1 to November 1.
- Program will provide multiple opportunities for the same audience, to educate youth and their families to participate in fishing and boating and promote good stewardship of the state's aquatic resources.
 - Program will include, for each participant, multiple hands-on and on-the-water learning opportunities to fish from shore or fish from a boat.
- Program will:
 - introduce fishing and/or boating to youth and/or families
 - provide hands-on fishing skills development
 - teach and reinforce water safety and/or safe boating behaviors
 - provide hands-on conservation and aquatic stewardship activities
- Program is designed to connect with community through organizational partnerships, affiliations and leadership, family programming, and if possible, existing events and access points near targeted audiences.
- Program will conduct pre- and post- program evaluation surveys and collect participant contact information.

Grants Timeline

Process Timeline

- RBFF announces availability of grant funding to state agencies and provides Grant Application Form and State Cover Page Form by October 31, 2018.
- State agency reviews information, discusses granting process with fiscal staff and identifies point of contact to manage application process and provides point of contact information to RBFF contact.
- State agency provides public notification of grant opportunity and makes RBFF contact aware.
- State agency receives Grant Applications and reviews for funding consideration.
- State agency ranks Grant Applications and determines recommendations for funding. State point of contact submits only the recommended Grant Application(s), along with their State Cover Page(s) with their proposed matching funds, to RBFF contact by December 14, 2018 for the Advisory Board's review.
- Advisory Board selects final grant recipients by January 18, 2019.



Grants Timeline (continued)

- RBFF notifies state agency points of contact.
- State agency alerts recipients and follows up with grant agreement and deadlines for reports.
- State agency provides RBFF with detailed information on payee and address.
- RBFF provides grant funding to the state agency (or approved designated recipient) by January 31, 2019.
- State agency provides funding and matching funding to individual grantees to support programs. It is imperative grantees receive program funding support as close to January 31, 2019 as possible. Time is of the essence.
- Programs run any time from February 1 to November 1, 2019.
- Quarterly reports to be sent in to state agency and provided to RBFF contact by April 15, July 15, and October 15, 2019.
- Final reports to be sent in to state agency by November 15, 2019.
- State agency reviews and provides approved final report to RBFF contact for inclusion in Annual Report/Donor Report and for Advisory Board by December 2, 2019.



George H.W. Bush Vamos A Pescar™ Education Fund Grant Application



George H.W. Bush Vamos A Pescar™ Education Fund Grant Application State Cover Page

A separate State Cover Page should accompany each recommended Grant Application.

Applicant Information

Organization Name:	
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Employer Identification Number (EIN):	
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Please attach a copy of your organization's 501(c)(3) determination letter (if appropriate).

Address:				
	Street Address		Suite/Unit #	
			State	ZIP Code
Phone:		Website:		

Program Contact:			Title:	
	First	Last		
Contact Address (If different from above):			State	ZIP Code
Phone:		Contact Email:		

Executive Summary of Program to Receive Grant Funding	
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State Agency Information

Agency Name:	
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Employer Identification Number (EIN):	
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Address:				
	Street Address		Suite/Unit #	
			State	ZIP Code
Phone:		Website:		

Program Contact:			Title:	
	First	Last		
Contact Address (If different from above):			State	ZIP Code
Phone:		Contact Email:		

Grant Budget

	GHWB VAP Funds	State Matching Funds (Cash)	TOTAL REQUESTED GRANT AMOUNT	State Match In-Kind
Personnel	\$	\$	\$	\$
Fringe Benefits	\$	\$	\$	\$
Travel	\$	\$	\$	\$
Equipment	\$	\$	\$	\$
Supplies	\$	\$	\$	\$
Contractual	\$	\$	\$	\$
Construction	\$	\$	\$	\$
Total	\$	\$	\$	\$

State R3 Program Grants

RBFF's [2018 State R3 Program Grants](#) help fund state programs that are sustainable and replicable angler and boater recruitment, retention and reactivation (R3) initiatives and plans that focus on increasing fishing license sales and boat registrations to help achieve 60 million anglers in 60 months.

The program is designed to support state R3 strategies that fall into one of two focus areas: (1) enhancing the capability of agencies to develop and implement effective angler and/or boater R3 efforts, and (2) implementing angler and/or boater retention or reactivation strategies to help increase participation to 60 million anglers in 60 months by utilizing RBFF's Toolkits. Proposals are reviewed by RBFF staff and a Proposal Review Working Group, made up of industry Board members, Federal agency and NGO representatives.

www.takemefishing.org/corporate



State R3
Program
Grants

RFP and Application

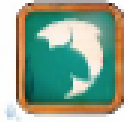
State R3
Program
Grants

To be considered for funding, submit a one to three-page proposal including:

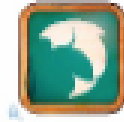
- Objective(s) of the program
- Program description and goals, including how program addresses one of the focus areas
- Target audience and how they will be reached
- Expected outcomes
- Evaluation plan to assess outcomes and demonstrate the program value
- Timeline of programming, including steps to launch, launch date, end date, evaluation timeframe, recognizing program report deadlines
- Budget table with details that demonstrate cost-effectiveness and include cost-sharing information (cash and/or in-kind, or partner contributions)
- Plan for continuing and funding the program, if successful
- Explanation of how the program is replicable by other state agencies
- Commitment to create a case study based on RBFF's template, and work with RBFF to finalize and promote case study



RECREATIONAL
BOATING & FISHING
FOUNDATION



TAKEMEFISHING.org



VAMOSAPESCAR.org

Recreational Boating & Fishing Foundation 2018 State R3 Program Grants Application

Proposals due to Stephanie Hussey at shussey@rbff.org by 5:00pm Eastern Time on Wednesday, February 28, 2018. Applicants will be notified by March 31, 2018.

Program Name:

Contact Name:

State Agency Name:

Contact Email Address:

Contact Phone Number:

Contact Address:

To apply for funding, submit a one to three-page proposal including:

Objective(s) of the program:



RECREATIONAL
BOATING & FISHING
FOUNDATION



TAKEMEFISHING.org



VAMOSAPESCAR.org

Evaluation plan to assess outcomes and demonstrate the program value:

Timeline of programming, including steps to launch, launch date, end date, evaluation timeframe, recognizing program report deadlines:

Budget table with details that demonstrate cost-effectiveness and include cost-sharing information (cash and/or in-kind, or partner contributions), for example:

Budget Category	Total Project Budget	Grant Budget Requested	Matching Funds Provided (Cash)	Additional In-Kind Project Support
Description	\$8,000.00	\$4,000.00	\$4,000.00	
Description	\$5,000.00	\$5,000.00		
Description	\$5,000.00		\$5,000.00	
Description	\$2,000.00			\$2,000.00
<i>Insert lines as needed</i>				
TOTAL	\$20,000.00	\$9,000.00	\$9,000.00	\$2,000.00

Grants Timeline

- Request for Proposals distributed by January 31, 2019
- Proposals due to RBFF by end of February
- Funding to be distributed after April 1, 2019
- Mid-progress, Final Reports & Draft Case Studies due to RBFF
 - Final reports due to RBFF within 4 weeks of program's end, ideally by end of September

A dark blue circular logo with white text.

State R3
Program
Grants

RBFF Contact

Stephanie Hussey
State R3 Program Director
shussey@rbff.org

State R3
Program
Grants



A scenic landscape photograph of a lake at sunset. The sun is low on the horizon, casting a warm orange glow across the sky and reflecting on the water. The sky is filled with wispy clouds. In the foreground, several dark rocks are scattered in the shallow water. The right side of the image shows a forested hillside. A dark blue rectangular box with a white border is centered in the image, containing the text 'THANK YOU' in white, bold, uppercase letters. There are also decorative blue triangles with white diagonal lines in the top-left and bottom-right corners, and several water droplets in the top-left corner.

THANK YOU