



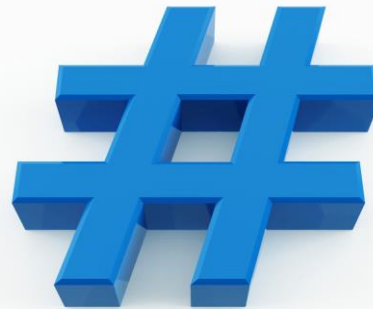
# Grant Writing for Emergency Services

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# Question

How many of you have participated in submitting a grant?



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## Question #2

How many of you have successfully received grant funding?



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# Outline



- THE SECRET!!!
- Types of Grants
- Steps to Success
- Common Mistakes
- Resources

# Objectives



- By the end of this presentation you should be able to:
  - Describe the grant writing process
  - Discuss common mistakes
  - Develop a grants committee
  - Explain different types of applications for grants



# The Secret.....

- Here it comes.....
- Are you ready?
- **THERE IS NO SECRET TO GRANT WRITING!**



# Secret of Success



“There are no secrets of success. It is the result of preparation, hard working and learning from failure.”

Colin Powell



# Types of Grants

- Public Funding
- Foundations and Non-Profits
- Business/Corporate





# Types of Grants

- Public Funding
  - All Levels of Government
  - Pass Through Monies
  - Block Vs. Specific
  - Accountability
  - Technical Assistance



# Types of Grants, cont.

- Foundations and Non-profits
  - Wide Array of Types of agencies
  - Wide spectrum of interests (funding)
  - No real technical assistance
  - Very specific wants
  - Due to specificity may be less competitive



# Types of Grants, cont.

- Business/Corporate
  - Mostly done through Foundations
  - Interests focused on Business
  - Harder to Find
  - Emerging Issues





# A Little Truth...



- Best chance to get a grant...
  - APPLY AND FOLLOW INSTRUCTIONS!
- Best chance not to get a grant...
  - Don't apply

# Steps for Success



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# Steps for Success

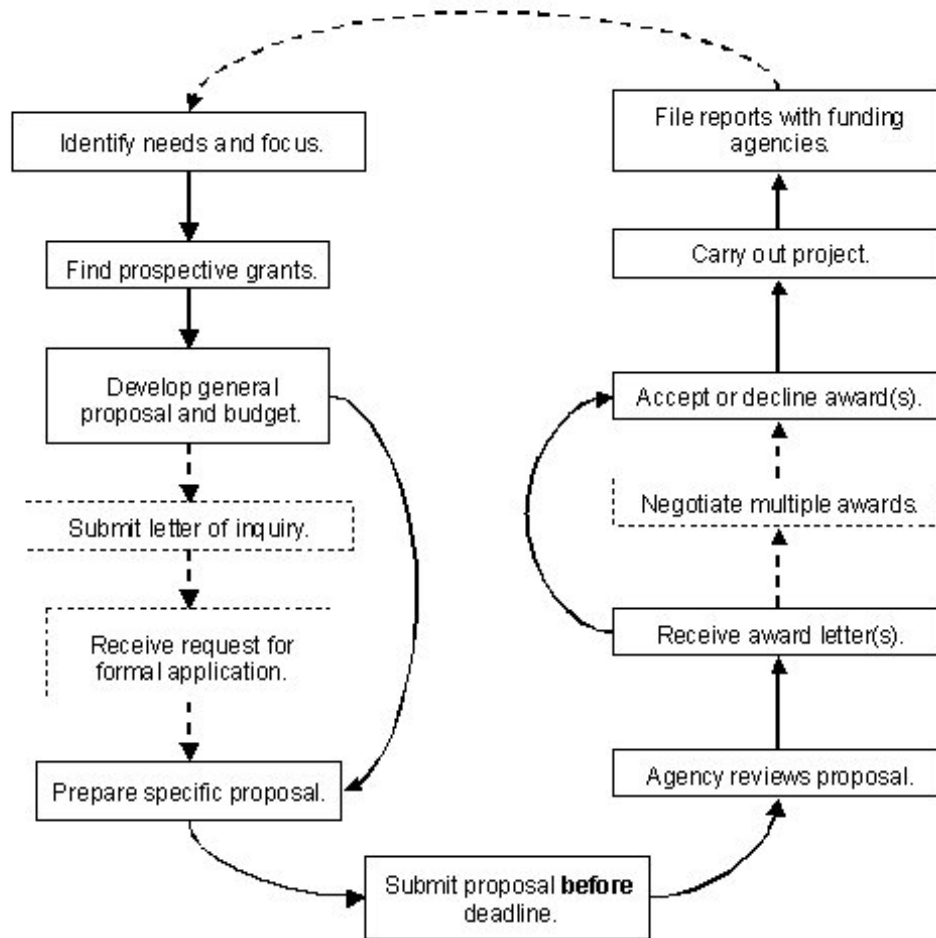
- Know the Process
- Have a Wish List
- Create Problem or Issues List
- Develop a Committee
- Write Efficient & Effective Proposals
- Follow-up







Diagram 1. The Grant Writing Process



----- Dashed lines indicate possible additional steps.

Reference: <http://writingcenter.unc.edu/handouts/grant-proposals-or-give-me-the-money/>

# Wish List

- Wants?
- Cost of Wants
- Why? (Justification)
- Constantly Revise





# Wish List Example



Item	Cost	Justification
Thermal Imaging Cameras (Qty. 5)	\$75,000	Multiple high occupancy residential areas often requiring multiple Engine Company responses
AED's (Qty. 5)	\$5,000	Recent cases of cardiac arrest without AED ons
Medium Duty Rescue Truck	\$305,000	Due to assessment of calls, seeing increase of technical rescue
Fire Prevention Public Campaign	\$10,000	Increasing number of fires leading to need for public campaign





# Problems or Issues

- Identify and List
- Quantify Cost
  - Economical
  - Health
- Potential Solutions

# Problem/Solution Example



- Increase in Structural Related Fires
  - Quantification
    - Statistics from 911 call to first arriving Engine (e.g. 9 minutes average)
    - Statistics on previous three years and current year of structural related fires (e.g. 2013-18, 2014-46, 2015-52, 2016-60)
    - Statistics on nature/cause of fire
- Solution
  - Plan and purchase related supplies for a fire prevention public campaign
    - Follow up statistics

# Committee



- AKA Focus Group
- Makeup
  - Different KSA's
- Goals
  - Research opportunities
  - Write proposals
  - Submit to administration





# The Proposal



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# The Proposal



- Objectives
- Proper Visual Aids
- Limit Fluff and Jargon
- Use Action Verbs
- Enthusiasm





# Effective Proposals



- Follow the RULES!
- Grammar and Spelling Count!
- Fluff Leads to Failure
- Call Past Grantees
- Contact Grantor Point of Contact
- Organizational Uniqueness
- Looks can Count
- Say it with Statistics

# Proposal Objectives



**SMART!**

# SMART

- S-Specific
- M-Measurable
- A-Achievable
- R-Realistic
- T-Time Sensitive





# Proposal Evaluation

- How to Judge Effectiveness
- Shows Complete Thought
- Use Statistics
- Applicability to Others





# Follow Up

- Promptly Return Additional Documents
- Ensure Receipt
- Do not be a Pest

“The waiting is the hardest part!”

-Tom Petty: “The Waiting”

# Results



- Success
  - Follow guidance
  - Ensure Completion of Stated Goals
- Failure
  - Consider Asking for Advice from Grantor
  - Research Recipients of Grant
    - Request Copy of Proposal



# Mistakes and Myths



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# Common Mistakes

- Cause Rejection
- Decreases Future Chances
- Inability to Measure Results

# Grammar and Spelling



- Check and Check Again
- Spellcheck
- Multiple People Proof
- Consider Wording!
  - No Jargon
    - Plug, Water Ways, etc.
  - Do not Paraphrase Grant Information



# Missing the Deadlines



- Immediate Rejection
- Give Plenty of Time
- Lack of Respect for their Time
- Inability to Meet Time Frames with Implementation





# Problem/Solution

- Not Indicating a Problem
- Do not Overplay Problem
- Focus on the Solution
  - Funding
  - Items Purchased
  - Cost Savings
  - Applicability to Others
    - Your Award
    - Applying to Others



# Immense Proposal

- Results
  - Rejection
  - Mismanagement
  - Decreased Future Chances
  - Requirement for Repayment
- Suggestions
  - 1/3 to 1/2 of Operating Budget







# Mission Statement



- Often Overlooked
- Limits Grantors Understanding of Purpose
- Indirectly Limits Vision of Grant Proposal
- Agency Purpose and Goals

# Poor Mouthing



- Explaining How Poor Your Agency is
- Describing Lack of Funding
- State Financial Need
- Illustrate Maintenance Budget
- Grantors
  - Focus on Need not Funding



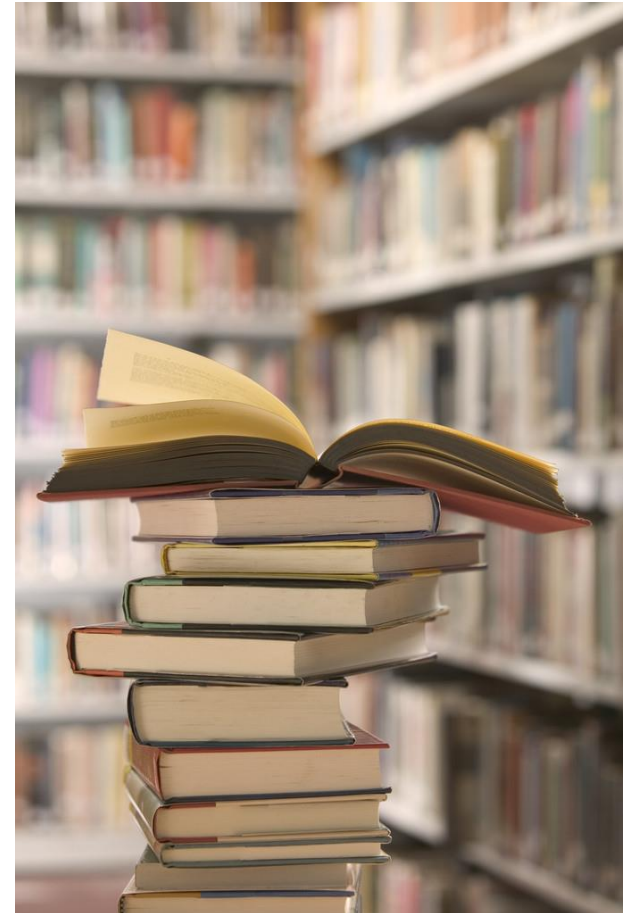
# Poor Attachments

- Include Attachments as Requested
- Ensure They are Neat
- If No Attachments are Requested
  - Are they Needed?
  - Proper?



# Research Failure

- Asking for Funding without Research
- Get Quotes!
  - Do not Pad
  - Try to be Exact
- Grantors Focus
- Lack of Statistics



# Resources



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# Internet

- Grants.gov
- Foundation Websites
- Government Websites
- Funding Successes and Failures





# Grant Writers

- Expertise
- Potential Low Cost
  - In Grant Payment
- Less Time Required
- Lack Institutional Knowledge
- Beware of World Promisers



# Networking



- Many Have Applied....
- Varying Experiences
- Success Stories
- Approaches to Common Mistakes
- Attend Workshop on Grants
  - Fire Prevention Grant
  - AFG Grant

# Libraries

- Grant Listings
- Research
- Contacts Outside of Library
- Obtain and Review Grantor Guidance Materials





# Partnerships

- Grant Writer
- Joint (Regional) Proposals
  - More Coverage or Effect
- Grant Directories



Thank You



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