



Writing Winning Proposals

LSU

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U.S. Department of Energy/Denver Regional Office

Course Goals

- **GOAL 1:** Provide participants with a new understanding of the proposal writing

- **GOAL 2:** Provide _____ to assist experienced and inexperienced proposal writers
- **GOAL 3:** Increase the number of _____ proposals submitted by workshop participants

Summary of Course

- The _____ of a Proposal
- Differences Between _____ Proposals and _____ Proposals
- Identify Online Funding _____

STEP 1: Adopt a New Objective

Why do You Write Grant Proposals?
What is Your Objective?

- Here is a new objective:
Write to _____
_____!!
- In other words, write your
proposal through the eyes of
the _____!!

*Try it!
It really
works!*



STEP 2: Eliminate Common Problems

- Follow _____
- _____ for Each RFP
- Be _____, Yet _____
- Avoid _____
- Write Like a _____
- When in Doubt, _____
- Final Product: _____,
_____, & _____

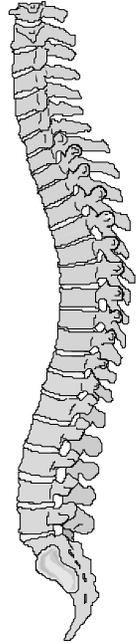


The Process



STEP 3: Correctly Identify the Need

NEED



The NEED is the backbone of your proposal. It must be correctly identified and justified if you want to be funded.

The Statement of the Need

You must define and justify the Need in terms that allow the funding agency to understand that a:

- Specific _____ Can Be Solved
- In a Reasonable Amount of _____
- With a Reasonable Amount of _____!



What is Meant by "The Need"?

- The Need is stated in the RFP ... it is discovered by asking the question:
 " _____
 _____?"
- The Need – will usually be a situation where something is _____; or something _____, or something that can be started that will make life better for the community and of which _____.

Group Activity

Identify a Need



Working as a group, and using the workshop mock RFP, identify and record the “NEED” reflected in the mock RFP.

We Must Be Careful to Not Confuse the Need with the Result:

THIS IS THE NEED!



THIS IS THE RESULT!



Possible Need Statement

Justifying the Need

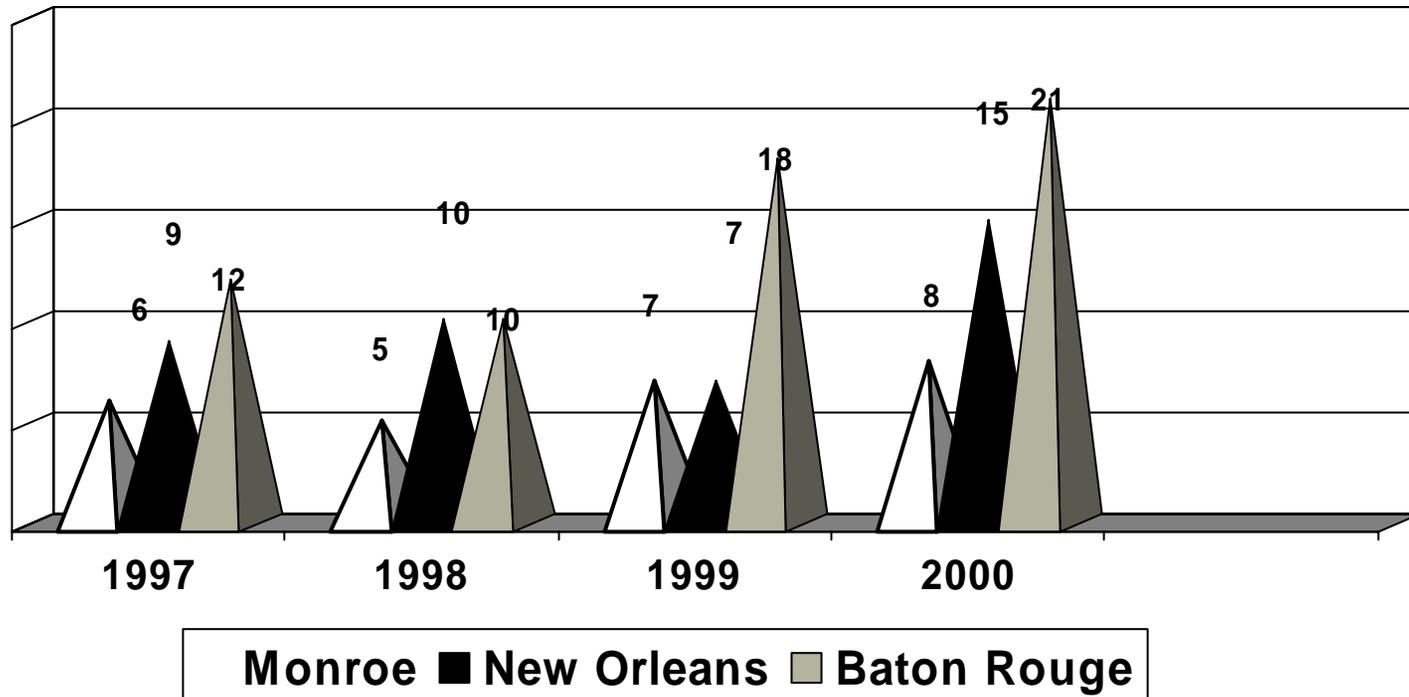
You must demonstrate to the funding agency that YOU have a need greater than the majority of the other applicants making your proposal more deserving of funding than the other (competing) proposals submitted.

- This means that you must conduct _____ that demonstrates and proves you are the most deserving recipient!
- Your research should include _____, _____, _____ and even _____ data.

Illustrate Your Research Using Graphs and/or Charts

Monroe = 33% increase
 New Orleans = 66.7% increase
 Baton Rouge = 75% increase

Small Business Failures Due to
 Loan Non-Payment



(Source: Small Business Administration Magazine, "Failures," pgs. 54-63)

Or Illustrate Your Research Using Tables

Small Business Failures Due to Loan Non-Payment				
Monroe = 33% increase New Orleans = 66.7% increase Baton Rouge = 75% increase				
	1997	1998	1999	2000
Baton Rouge	12	10	18	21
Monroe	6	5	7	8
New Orleans	9	10	7	15

(Source: Small Business Administration Magazine, "Failures," pgs. 54-63)

Cite National & Regional Data When Possible

Small Business Failures Due to Loan Non-Payment				
Cities = 33% increase Baton Rouge = 75% increase				
	1997	1998	1999	2000
Baton Rouge	12	10	18	21
Cities of Equal Size	6	5	7	8

(Source: Small Business Administration Magazine, "Failures," pgs. 54-63)

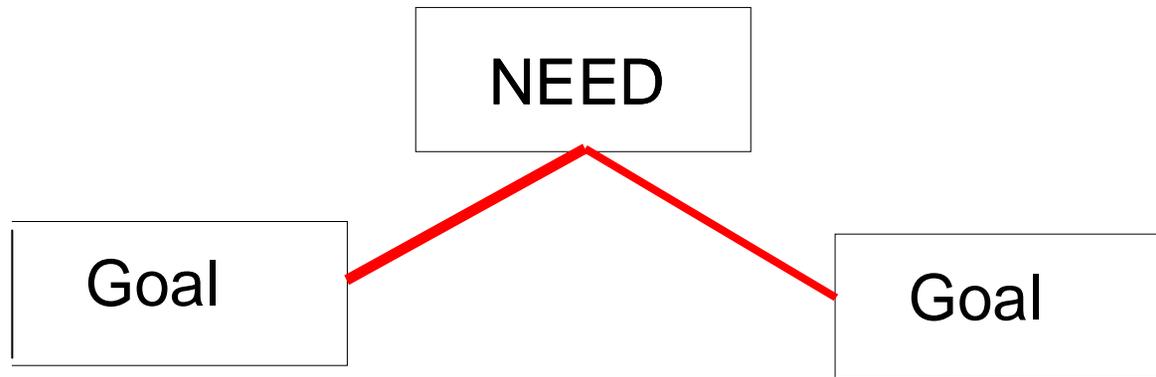
Key Points



The Most Common Weakness is a Failure to Establish Immediacy of Need.

- Conduct good _____: local, regional, state, and national
- _____
- _____ conclusions
- Get to the _____
- _____ information
- Use _____

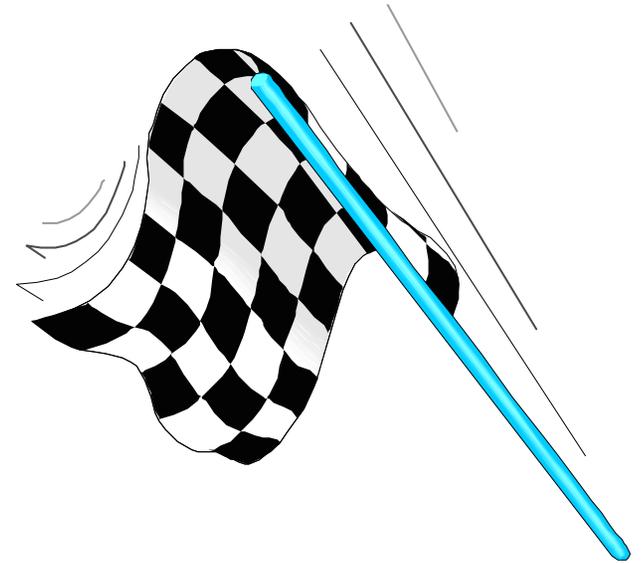
STEP 4: Generate Goals



**The NEED gives birth to, or generates,
PRIMARY GOALS.**

**The text of the RFP generates
SUPPORT GOALS.**

Goals Are:



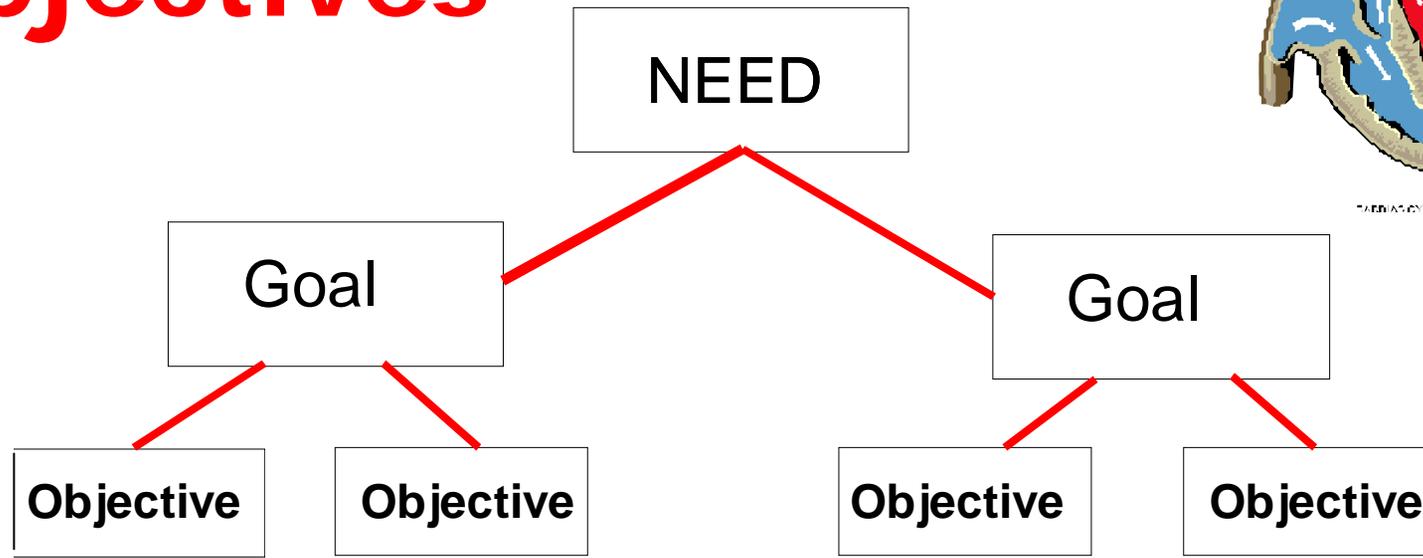
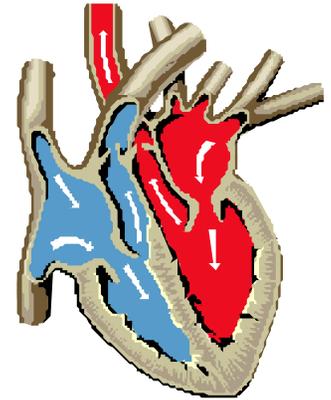
- Broad Statements of What You _____.
- Primary Goals are _____ on the Need You Have Justified.
- _____ Goals are Outcomes Included in the RFP.

Group Activity



Using the “Need” you have identified, and the RFP, collaborate as a group and identify two Primary Goals and two Support goals.

STEP 5: Design Good Objectives



Both Primary GOALS and Support GOALS generate OBJECTIVES.

**Objectives are usually activity based items.
Objectives are the heart and blood of your proposal.**

Objectives

Objectives Must Be:

- _____
(who or what will be changed)
- _____
(how much will it change)
- _____
(when the change[s] will take place)





Key Points

Make Sure Your Objectives are Also Achievable, Doable, and Realistic, and:

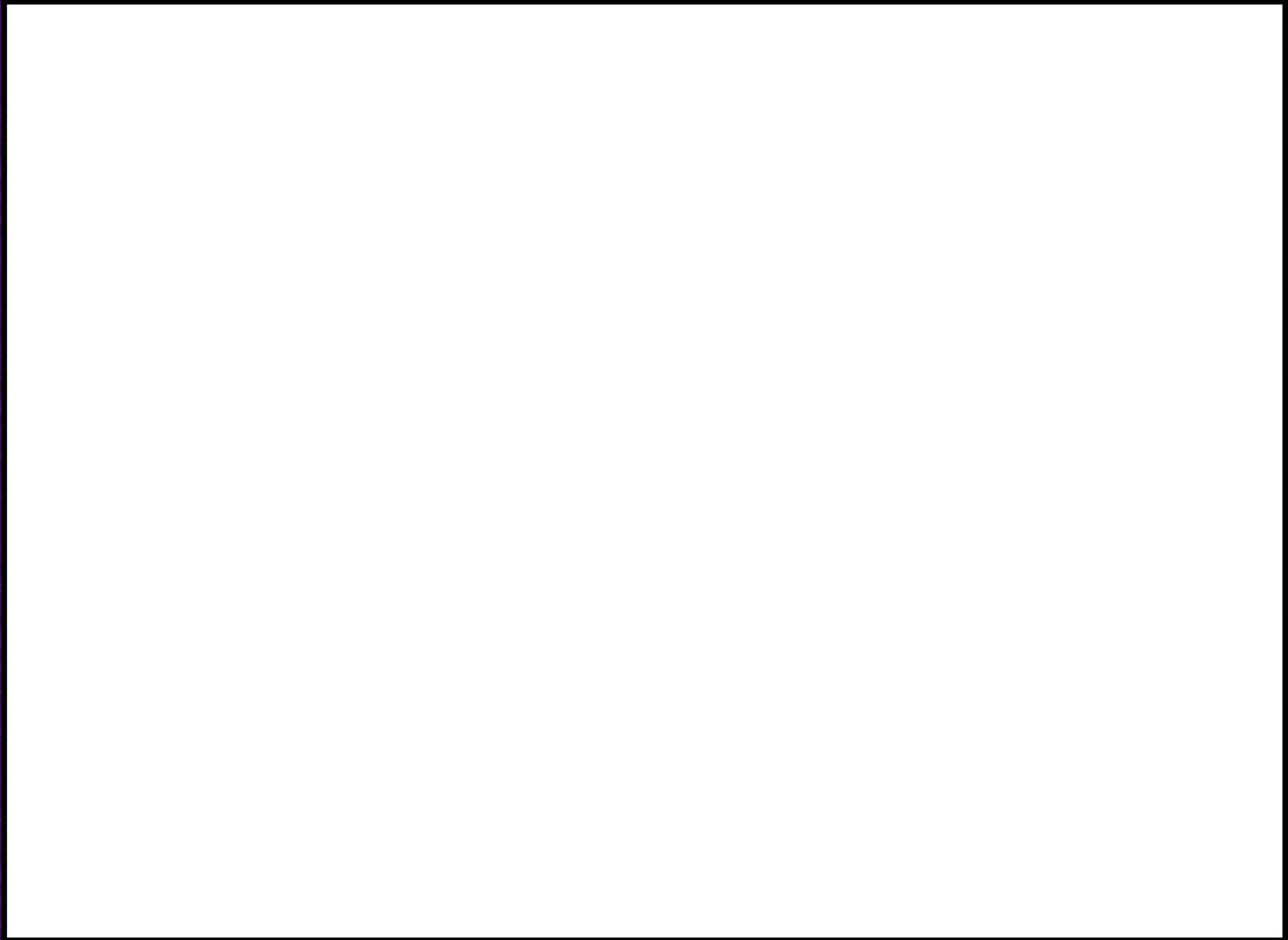
- Look for models of _____
- Look for models of _____
- Do not _____ and set yourself up for failure



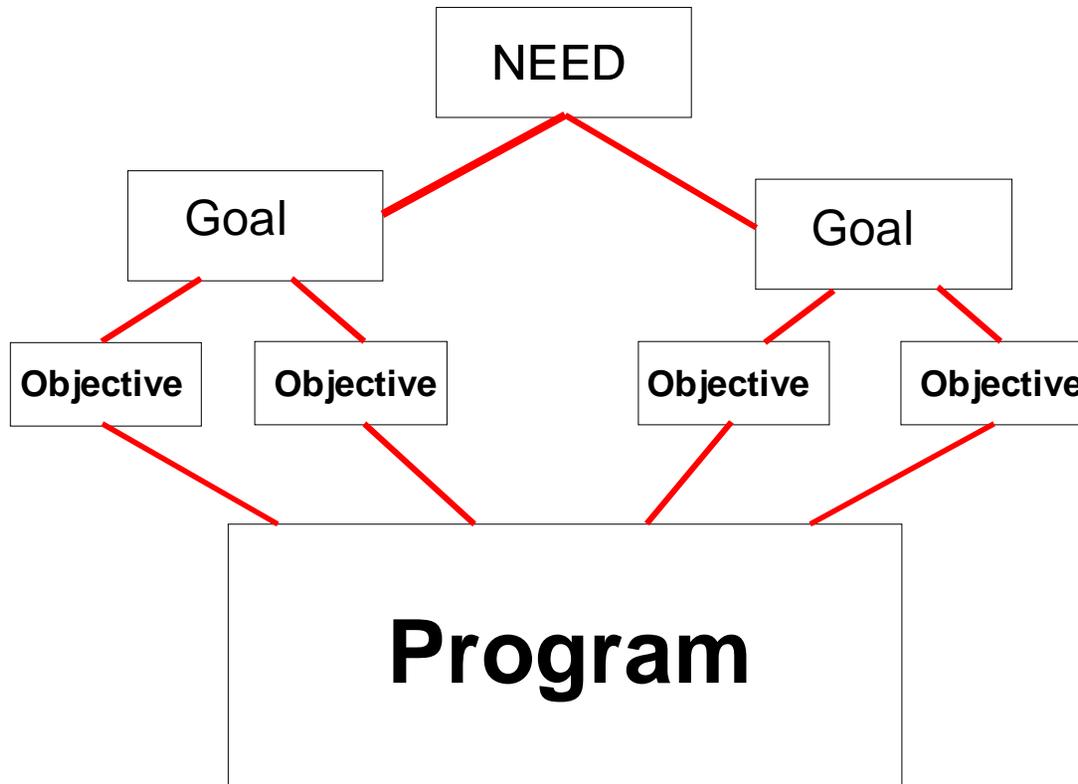
Group Activity:

Write Objectives

Using the goals you have developed, collaborate as a group and write at least one specific, measurable, time phased objective for each goal.



STEP 6: Select a Program Design or Strategy



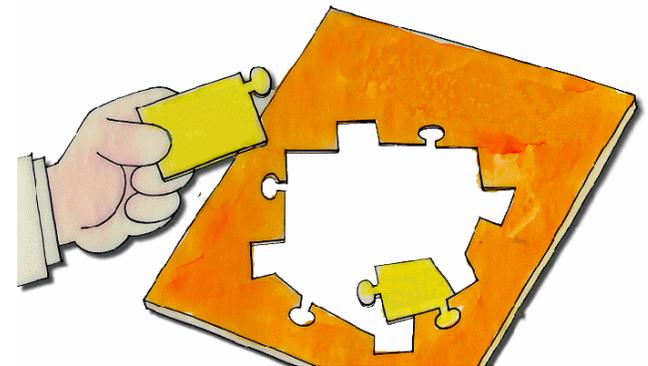
**Your
PROGRAM
is
Driven
by
Your
OBJECTIVES.**

Program Design

Design Strategies:

- Design by _____
- Design by _____ Involved
- Design by _____ of Activities
- Design by Requested _____

***Don't forget to include information
about Dissemination of the Data
or Program Results.***



Key Points



Common program weaknesses

- No _____
- _____ - not what the RFP is asking for
- Too _____
- Requested _____ left out
- Link between funder _____ and _____ unclear
- Program lacks thought or detail

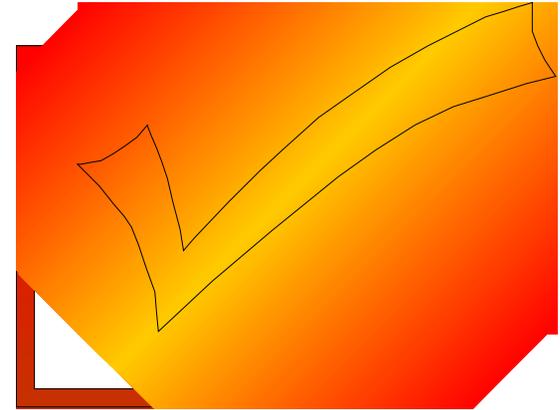
STEP 7: Develop an Evaluation Plan



**Evaluation
Is the
WEAKEST
Part Of
Most
Proposals!!**

Evaluation

How You Will Know You Did What
You Said You Would Do.
Evaluation Should Be:



- _____ and _____
- _____ and _____
- _____ and _____



Key Points

- Well written _____
generate good evaluation
- Find ways to use several
evaluation _____
- Include evaluation _____
in appendix IF ALLOWED
- If possible, fund an

Group Activity

Identify Some Evaluation Instruments



Working as a group, use the objectives you have designed to identify the types (sign-in sheets) and the categories (qualitative, etc.) of instruments you would use to evaluate how well you met each objective.

The Process



STEP 8: Address Program Sustainability

The Question is: How will the Program or Project be Continued Once the Funding Period Has Come to a Close?? It is Not Unusual for the Funding Agency to Ask You to Address the Issue of **Sustainability!!**



Three Suggestions:

- _____ the product you have produced or the expertise you have gained in its production
- Involve _____ and _____ in the program from the start
- Identify a _____ with the same focus as the program you seek to continue

No Magic Answer!



STEP 9: Create the Budget and the Budget Explanation



- Amounts Should be as _____ as Possible
- Compute the _____
to Support the Program or Project

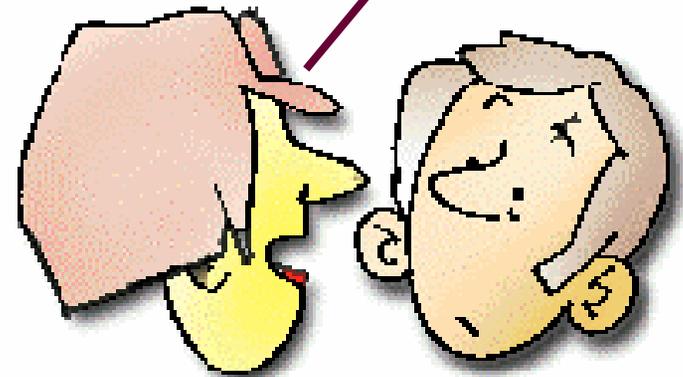


Key Points

Common Complaints by Funding Agencies:

- Not _____ enough on how funds will be spent
- Funds being used for _____ or _____ rather than program
- No plan for program _____

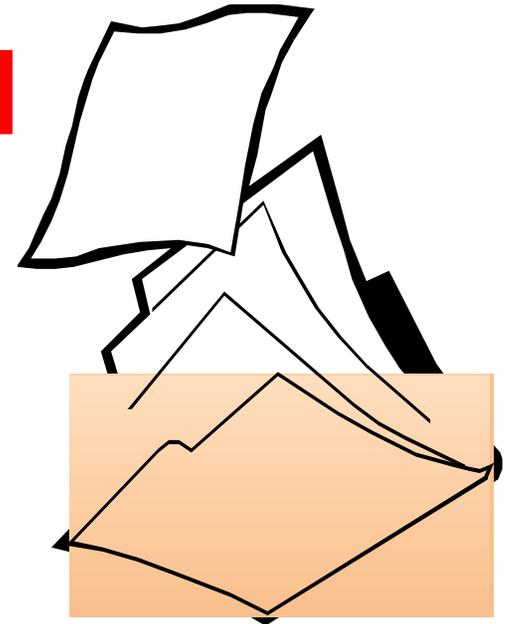
This just ain't gonna fly!



Budget Justification

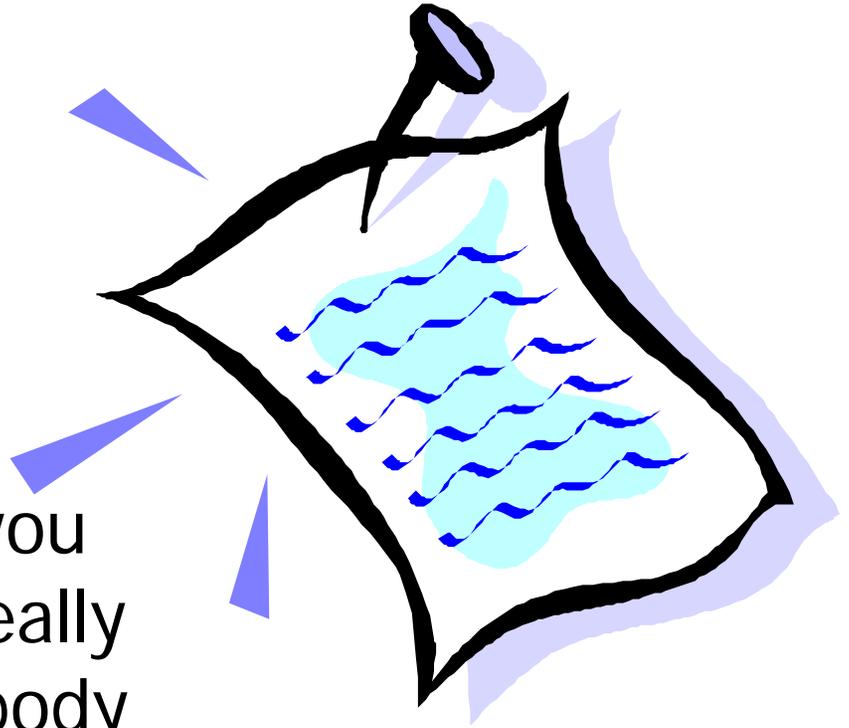
See Workbook Page 30

STEP 10: Include Other Proposal Ingredients as Allowed or Required



- Attachments
- Event Flow Diagrams
- Work Plans/Milestones
- Time Lines
- Letters of Support and/or Commitment

Attachments



- Other _____ you feel is important but really has no “place” in the body of the proposal.
- _____, _____, _____, _____, etc.

Event Flow Diagrams

See Workbook Page 31

Work Plans with Milestones

See Workbook Page 31

Time Lines

See Workbook Page 31

Letters of Commitment

The LDEQ believes that this project will be of tremendous benefit to True Hope area residents. Please be advised that I have instructed Ombudsman James J. Friloux, and the Office of the Secretary/ Community- Industry Relations Group to continue to assist the project. Specifically, the LDEQ will assist the project in the following manner:

Help the core group to identify sources of air, soil, and water pollution in and around the home,

Provide technical resources people to address issues related to air, soil, and water pollution, Help community members identify pollution prevention strategies,

Evaluate and prepare a final report on the Environmental Justice components of the project, including stakeholder involvement, problem identification, solution development and implementation, behavior modification, self-sufficiency development, and proportionate distribution of funds.

The estimated in-kind services provided by the LDEQ yearly to assist this project will be \$29,081.

STEP 11: Write an Abstract (if one is requested)

- Brief _____ of the _____
- _____ of the _____ to be Solved
- Summation of the _____ to be Achieved
- _____ of the _____
- Statement of _____ to Funding Source



Group Activity

Create a brief abstract for your project

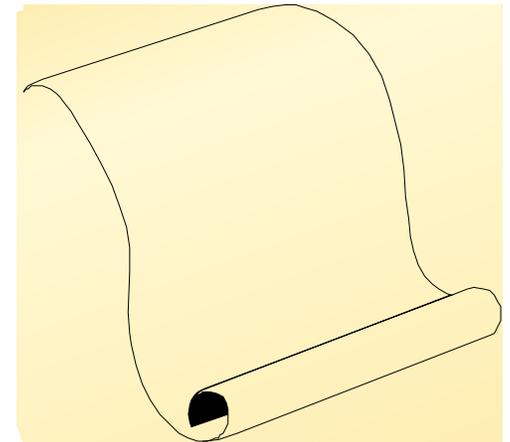


Working as a group, create an abstract or summary, of no more than 250 words, concerning your project.

STEP 12: Write a Cover Letter (if one is requested)

The Cover Letter, is sometimes referred to as a "Letter of Introduction."

- It is the _____ of your entity to the funding agency
- Very _____ - seldom more than _____ page in length





Key Points

The Cover Letter Will Provide the Funding Agency with the Following Information:

- _____
- _____
- _____
- _____
- _____
- _____
- _____

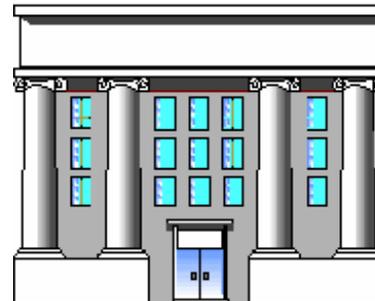
Foundations As a Funding Source



Types of Foundations

- _____
- _____
- _____

Research to Discover Which Foundations:



Important Questions



- Can You _____ to the Foundation's Guidelines for Giving?
- Will _____ Dates Meet Your Schedule?
- Is _____ in the General Area of Past Awards?

Helpful Hints



- Make Contact with the Foundation and Request a _____

- Develop an _____
with a Contact Person
- Never Hesitate to _____
_____ for Clarification

Some Words of Wisdom

- You Only Know What Your Chances Are _____!
- Be Careful What You Ask For, _____!!
- Be Prepared To Do _____ You Say You Will Do.

Courtesy of Pam Wall



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