

# BEGINNING PROPOSAL WRITING

Geris H. Willis, MSW

geri.willis@ashland.kyschools.us

Ashland Lodge # 350



**Elks  
National  
Foundation, Inc.**

ELKS NATIONAL FOUNDATION

**IMPACT**  
GRANTS

# IMPACT

To have an *impact* on, or strong effect on; to influence; or alter.

# ENF IMPACT GRANTS

Make an ***IMPACT!***

*in your Lodge*

*and*

*in your Community*

# KEYS TO SUCCESS



Lodge Involvement



Innovation, Passion and  
Creativity

# LODGE INVOLVEMENT

To apply for an ENF Impact Grant your Lodge must:

- ✓ Have an established ENF Grants Committee of at least **3 members** with an **identified Coordinator** (Updated CLMS Access)

# LODGE INVOLVEMENT

Generate interest and awareness

- Lodge Meetings
- Face-to-Face
- Word of mouth
- Phone calls
- Social media (newsletter, website, Facebook, etc.)
- Committee Meetings

# INNOVATION, PASSION, AND CREATIVITY

- Commit to an idea that will impact/improve the quality of life in your community
- Identify a social/community need your members and community are passionate about
- **DREAM BIG**      **THINK BIG**      **PLAN BIG**

# BIG IDEA - NEED

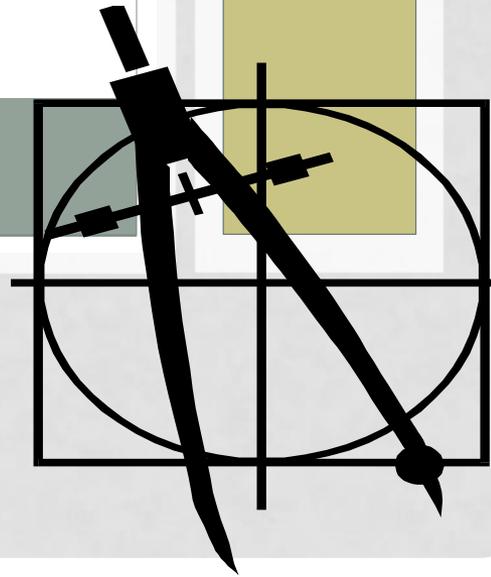
- An idea is something you care about passionately.
- Your task is to present the idea in a fundable proposal.
- Take an idea and identify a specific problem or need associated with it.



BUT...

A GRANT IS NOT JUST AN IDEA

IT IS A PLAN



AND...

YOU HAVE TO PLAY BY THE RULES

- **GET** the guidelines
- **READ** the guidelines
- **FOLLOW** the guidelines

# ENF IMPACT GRANT

[ENFPrograms@elks.org](mailto:ENFPrograms@elks.org)

(773) 755-4730

Elks National Foundation  
Programs Department  
2750 N. Lakeview Ave.  
Chicago, IL 60614-2256

# FOLLOWING THE GUIDELINES

- You must follow the guidelines **exactly.**
- Respond to all sections

# TECHNICAL ISSUES TO CONSIDER BEFORE YOU WRITE

Does the Lodge have the time and resources to commit to the ENF Impact grant project?

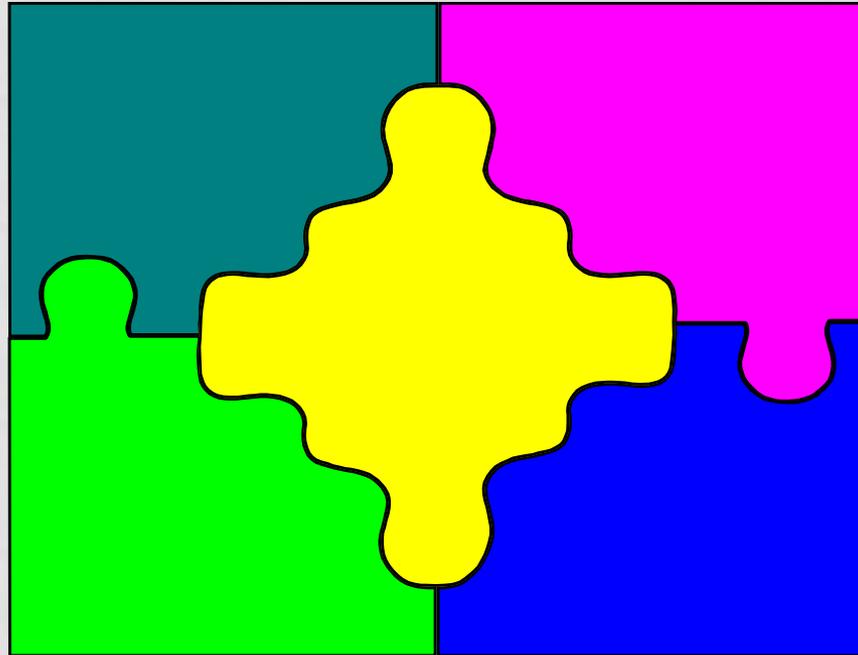
Who will do the research and writing?

Will there be community partners?

# IF PARTNERING WITH OTHER ORGANIZATIONS

- Lodges must initiate and control the project
- There must be **significant** Elks involvement = substantial # of members actively participating by giving of their time & talents
- The project must have clearly visible Elks identification designed to make the public aware of your involvement

# PARTS OF A GRANT



# PARTS OF AN ENF GRANT APPLICATION

- I. Contact, Community Information, and Signature Page
- II. Project Information
- III. Goals and Objectives
- IV. Plan for Success
- V. Budget Information and Narrative

# I. CONTACT INFORMATION

- Lodge Information – Name & #
- Lodge Primary Contact - ENF Grants Coordinator/Exalted Ruler/Trustee/Secretary/**Any member of the Lodge**
- Project Manager – must be different from primary contact & must be a member

# CONTACT INFORMATION CONTINUED...

- Community information – check appropriate box
- Verify that the project was agreed upon by the Lodge – list the date of the meeting the project was discussed

## II. PROJECT INFORMATION

Project Title

Problem/Statement of Need

Audience/Target Group

# PROJECT TITLE

- It should convey what the project is about
- Can be catchy, timely, and significant to your project/Lodge

# TITLE EXAMPLE

## **P.A.R.T.N.E.R.S.**

Providing Activities, Resources,  
and Training to Enhance  
Resiliency and Safety

# PROJECT DESCRIPTION

- Should be able to stand alone
- Clear and concise
- Covers all key elements in proposal:  
5 W's – who, what, why, where, and when
- Avoid jargon and use of first person

# THE PROBLEM/STATEMENT OF NEED

- Convince the ENF that you understand the need and can help solve the problem
- Prove the need
- Cite the evidence – current data
- Demonstrate that the need is pressing
- That the problem is an important problem to be solved – and can be solved
- How your project will address the problem and what gaps will it fill in the community

# QUESTIONS TO ASK, THINGS TO KNOW

- What significant needs are you trying to meet?
- What is the current status of the needs?
- Will this project help meet the need?
- What really needs to be done?
- What services will be delivered? To whom? By whom?
- Is it possible to make some **impact** on the problem?
- What gaps exist in the knowledge base?
- What does the literature say about the significance of the problem, at a local, state, regional, national level?
- Is there evidence that this project will lead to other significant projects/services?
- What previous work has been done to meet this need? Was it effective?

# ORGANIZING AND WRITING THE NEEDS STATEMENT

- Build your case with the data
- Follow the guidelines
- Be succinct and persuasive
- Tell your story and build your case drawing to a logical conclusion that leads into the project goals and objectives

# AUDIENCE/TARGET GROUP

**WHO** will be served by your ENF project? WHO are the recipients and/or participants?

- Children (age group, neglected, abused,)
- Youth (Leaders, at-risk, troubled)
- Women (unwed moms, victims of domestic violence, breast cancer survivors)
- Families – (blended, homeless, low-income)
- Veterans (active duty, disabled, homeless)

Be specific about WHO will benefit from your project/program.

# HOW WILL LODGE MEMBERS BE INVOLVED

- What activities will Lodge members be doing?
- How many members will be involved?
- How often will they be involved?
- What will non-members, an auxiliary, and/or community partners do?

# HOW DID YOUR LODGE DETERMINE NEED FOR THIS PROJECT

Lodge and Community discussions

Local, state, national data/statistics

Needs Assessment

Surveys

# WHAT BENEFITS WILL THE COMMUNITY RECEIVE

- General statement here with more detail in your goals/objectives
- State in the positive
  - Improve quality of life
  - Increase in number of people served at the community kitchen
  - Positive **IMPACT**

# PROJECT ASPECTS IMPORTANT TO PARTICIPANTS

- Which *activities* you feel will be most valuable to the participants
- This is where you can put a “feel good” statement – *participants will be empowered to make wise decisions and will become self-sufficient; participants self-esteem will be lifted*

# ENF GRANT COMMITTEE

- How was the committee formed?
- How many members will serve on the committee?
- How often will the committee meet?
- How will the committee function?

# III. PROPOSED GOALS AND OBJECTIVES



# THE GOAL(S)

- Both the goals and objectives should flow logically from the statement of need.
- A Goal conveys the ultimate intent of the proposed project,

**A CONCISE STATEMENT OF THE  
WHOLE PURPOSE OF THE PROJECT.**

# A WELL THOUGHT-OUT PROJECT:

Will have

- one or two goals
- several objectives related to the goal(s)
- activities/action steps to achieve each objective.

# OBJECTIVES

- Objectives discuss who is going to do what, when they will do it, where they will do it, and how it will be measured.
- Discuss desired end results (outcomes) of the project.
- They are action oriented and often begin with a verb.
- Arrange them in priority order.
- Use the **S.M.A.R.T.** method – objectives are specific, measurable, attainable, relevant, and time bound.

## IV. PLAN FOR SUCCESS

Level of participation from the Lodge

Feedback from participants

Positive PR

# New Members!



## WHAT MEASURES WILL YOU USE?

- PARTICIPANT SURVEYS
- PRE/POST-TEST
- DATA
- PARTICIPATION LOGS

## HOW WILL YOU MEASURE SUCCESS



# EVALUATION

- Explanation of the methods.
- What was the **impact**? Did you meet your goal(s)?
- Descriptions of record keeping, surveys, and assessment instruments.
- Consider what would count as evidence that your project succeeded or failed?
- If you were someone else who wanted to replicate the project what would you need to know to determine the benefits?
- What form should that information take to be sufficiently credible or useful?

# HOW WILL YOU PROMOTE THE PROJECT IN YOUR COMMUNITY?

- Lodge newsletters
- Lodge website/social media
- Fliers
- Posters
- Local media – newspaper, TV
- Church/school bulletins
- Billboards
- Phone calls

**DO THE MATH!**

V. BUDGET AND  
NARRATIVE



# DEVELOPING YOUR BUDGET

- Be Realistic, don't inflate!
- Two parts to a budget
  1. The budget form which breaks the budget into specific categories.
  2. A budget narrative that explains how you arrived at these figures and why you need the money.

# CATEGORIES OF THE BUDGET

- Staff salaries & Support
- Equipment
- Materials and Supplies
- Travel
- Other services
- Amount of grant available is up to \$10,000.
- Matching share includes cash and in-kind contributions
- Total Project Cost = ENF + matching share

# TRAVEL

- Bus/cab fare vouchers
- School bus
- Church van
- Lodge van
- Train or Subway tickets

# MATERIALS, SUPPLIES & EQUIPMENT

- Consumable office supplies such as pens, pencils, paper, etc.
- Instructional, craft supplies
- Books, journals
- Computers, copiers, sports equipment, TV's
- Food

WHAT HAPPENS WHEN THE  
ENF GRANT RUNS OUT?

CREATE A LONG-RANGE PLAN

SUSTAINABILITY



# SUBMITTING THE APPLICATION

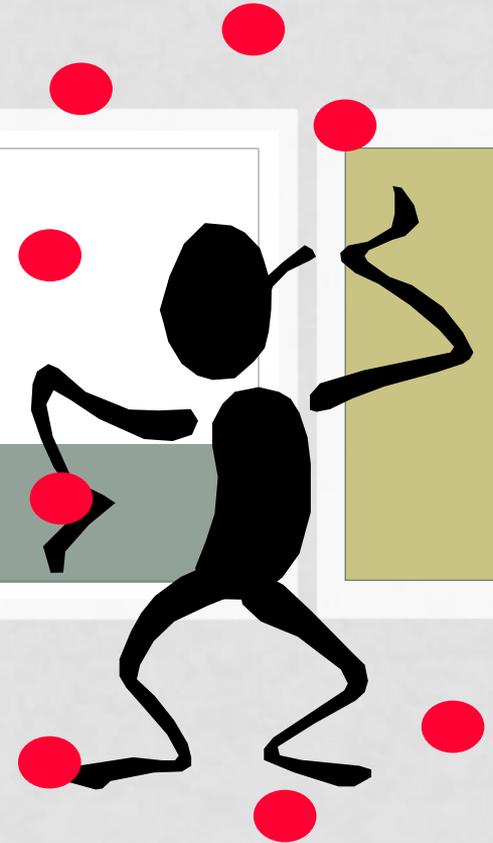
Lodge Secretary or Grant Coordinator must agree to the following statement:

“By submitting this application, you certify that you have discussed the contents of this Impact Grant application and its contents at a Lodge meeting, and have the Lodge's full permission to submit this on behalf of the Lodge.”



THE FINE BALANCE BETWEEN  
WORDINESS AND BREVITY  
THAT EQUALS CLARITY

EDITING



# EDITING YOUR GRANT

- After you have finished your draft:
  - set it aside for a day if possible
  - revise
- Have someone else read it
- Have them tell you what your project is about
- Edit for clarity and conciseness

# WRITING IN PLAIN ENGLISH

- Grant Writing is a form of technical writing
- Put sentences in logical sequence
- It is better to have shorter sentences and more of them, than run-on sentences
- Use action verbs
- Use active voice
- Avoid first person
- Use “feelings” sparingly.
- Use list and bullets when you have several items to cover

# SUBMITTING YOUR GRANT

GET IT THERE ON TIME!



# THE LAST MINUTE

- Have a plan for submitting electronic proposals
- ENF Impact Grant is due online **September 8, at 12:00 pm, Central Time.**
- Deadlines are very strict! Don't wait until the last minute.

# FORMATTING AND TYPING CHECKLIST

- Adhere to page/ space limits
- Address all sections of guidelines and review criteria
- Address review criteria – score sheet
- Make sure the budget balances
- Complete all forms
- Proofread/spell check/edit, and edit again!

THE WEEK THE GRANT IS DUE,  
YOUR COMPUTER CRASHES.  
PLAN AHEAD, USE YOUR TIME  
WISELY!

**GERI'S LAW**



# TOGETHER

## It is a Team Effort

- The ENF, Lodge, and Community
- ENF - the folks with the \$\$\$\$
- Project Leadership and Members
- Community Partner(s)
- Participants and consumers



# THE AWARD

- Once you receive your ENF award notice, your Lodge will be required to sign grant assurances before it receives a check in the amount of the grant award.
- The Lodge is held accountable for the proper fiscal management and conduct of the project, per signed assurances.
- Grant is to be used during the 2018 calendar year.
- All expenditures must be approved by the Project Manager. Any changes to the project must first be approved by the ENF.
- You are responsible for meeting all reporting deadlines for programmatic reports (quarterly).
- Do your PR & say “thank you”



## GET STARTED!

Your support of ENF =  
grant opportunities for your  
Lodge and community.

Make an **IMPACT!**