

# GRANTING WRITING 201

## Session 1 3:00p.m. – 5:00p.m.

### I. Grant Writing Success

- a. Why write a grant
- b. Elements of a good project
- c. Elements of a good proposal
- d. Defining the process
- e. Types of Grants
- f. Types of Grant Requests
- g. Strategy

### II. Grant Design

- a. Follow the directions
- b. Measurable Goals/Objectives
- c. Methods – sound/objective
- d. Evaluations components (data collection, periods)
- e. AK47 vs Winchester 30/30 Approach
- f. Strategic Plan
- g. Record/file documentation
- h. Pre submittal review

### III. What if?

- a. You ARE funded?
- b. You are **NOT** funded?

### IV. Winning Advice

- a. Selecting your Top Grant Opportunities
- b. Internal communications

## Session 2 5:20p.m. – 8:00p.m.

### V. Grant Parts

- a. Cover/Title
- b. Abstract/Summary
- c. Problem Statement
- d. Objectives
- e. Approach
- f. Evaluation
- g. Budget
- h. Attachments

### VI. Budget and other Financials

- a. Know the “knowns” – salary, fringes, benefits, personnel, number of clients per action/effectuated
- b. Know some “unknowns” – telephone, utilities, equipment, computer, postage
- c. Make educated “SWAGS” about the unknowables --- overhead, maintenance, indirect costs (board’s time, copy costs, travel, etc.)

### VII. Attachments

- a. Support letters
- b. Resumes
- c. Organizational Charts
- d. Financial Statements
- e. Other

### VIII. Grant Submission

### IX. FINAL WISDOM

February 22, 2008  
Green Bay WI

# Bringing Home the Buck

Opening Comments and Introductions...

**U.S. Congressman Steve Kagen M.D. (WI – 08)**

8:00 AM

The World of Government Grants...

**Darryl L. Mayfield, Bradley-Moesch Group, LLC**

8:30 AM

United States E-Grants Initiative – Grants.gov...

**Michael Pellegrino, Management Analyst Officer – Grants.gov**

9:00 AM

10:00 AM - Break - Networking - Resource Room

- A** WI Office of Energy Independence – Renewable Energy & Fuel Related Projects...  
*David Jenkins, Director of Commercialization & Market Development*
- B** U.S. Dept. of Health and Human Services (HHS) – Health and Educational Programs...  
*Rehana Mwalimu, Management Analyst HHS Grants Program & Shawna Pinckney, Head Start Program*
- C** WI Bureau of Justice Assistance –  
*Ray Luick, Office of Justice Assistance Grants Program*

10:30 AM

- A** WI Office of Energy Independence – Renewable Energy & Fuel Related Projects...  
*David Jenkins, Director of Commercialization & Market Development*
- B** Grant Opportunities for Wisconsin...  
*Donald Hill, Director – Heartland Information Research*
- C** WI Office of Juvenile Justice and Delinquency Prevention –  
*Dennis Schuh, Juvenile Justice Specialist*

11:15 AM

Italian Lunch Buffet

12:00 PM

State of Wisconsin Grant Overview...

**Dawn Vick, WI Department of Administration**

1:00 PM

- A** U.S. Department of Agriculture, Rural Development...  
*Jennifer Schenk & Donna Huebner, Grant Specialists*
- B** U.S. Department of Education...  
*Todd Zoellick, Deputy Secretary's Regional Representative*
- C** Wisconsin Department of Homeland Security...  
*Ray Luick, Office of Justice Assistance Grants Program*

1:30 PM

- A** City of Green Bay & City of Appleton Funding Opportunities...  
*Andre Jacque & Brooke Kwaterski – City of Green Bay, Sarah Higgins – City of Appleton, Grant Specialists*
- B** Assembling Your Grant Team, the Skills and Talents Required...  
*Donald Hill, Director – Heartland Information Research*
- C** Building Partnerships in the Pursuit of Funding – Case study from Law Enforcement...  
*Dane Deutsch, CEO DCS Netlink*

2:15 PM

3:00 PM - Break - Networking - Resource Room

- A** U.S. Department of Housing and Urban Development (HUD)...  
*David Balcer & Sheila Ashley, Grant Specialists*
- B** U.S. Department of Education...  
*Todd Zoellick, Deputy Secretary's Regional Representative*
- C** WI Department of Commerce Grant Programs...  
*Dennis Russell, Area Development Manager*

3:15 PM

- A** U.S. Department of Agriculture, Rural Development...  
*Jennifer Schenk & Donna Huebner, Grant Specialists*
- B** The Do's and Don'ts of Grant Writing, Case Studies...  
*Donald Hill, Director – Heartland Information Research*
- C** WI Dept. of Workforce Development (DWD) General and Tribal Programs...  
*Rachelle Ashley, Native American Services Coordinator WI DWD*

4:00 PM

4:45 PM Closing Remarks