



Welcome to this N-TEN / GrantStation webinar  
*Building a Dynamic Grantseeking Calendar for 2010*

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You will be placed on music hold until the audio conference begins.

# Today's Agenda

## **Building a 2010 Grants Calendar**

1. Design and adopt a Grant Decision Matrix
2. Develop Project Descriptions
3. Simplify Grants Research
4. Create a Strategy: Sort, Analyze and Categorize
5. Establish your 2010 Calendar

# RFP Decision Matrix

- Criteria – develop a set of decision criteria
  - Timing
  - Credibility
  - Relationship
  - Pre-proposal work
- Weights – assign a weight to each criteria
  - Negative
  - Neutral (“0” weight)
  - Positive
- Scores – rate each opportunity on a ratio scale

# RFP Decision Matrix: An Example

	Negative	Neutral	Unknown	Positive
<b>Weights</b>	1	0	0	1
<b>Timing</b>				
Competition for proposal	1			
Adequate time to respond				1
<b>Credibility</b>				
Address identified need				1
Expertise on staff/board				1
Builds on mission				1
<b>Relationship</b>				
Matching funds in place	1			
Likelihood of award			0	
Credibility with grant maker			0	
<b>Pre-Proposal Work</b>				
Documentation of need				1
Timeline for project determined		0		
Partners identified		0		
<b>TOTALS</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>6</b>

# Project Description

## Project description worksheet

### Project: Carver County Watchable Wildlife Area

- **Lead staff person:** Mary Jane Hoffman, E E Coordinator
- **Project description**  
We have 310 acres that is adjacent to the Carver County Park which was donated to our organization in 2008. This acreage is rich in wildlife including several bald eagle nests and a hot springs that attracts numerous animals ...
- **The need** The tri-county area (total population is 87, 699 covering 7,210 acres) only offers one other set of public trails (total of 2.5 miles) that are universally accessible, yet our demographics clearly indicate ...
- **Relationship to past projects** This is the second Watchable Wildlife area we've established in the tri-county region. The first area ...

# Project Description, continued

**Budget summary** The total estimated budget for this project is \$200,000.00 (includes planning, development and three years of trail and trail head facilities maintenance).

Planning	\$5,000.00
Parking area	\$40,000.00
Trail-head facilities	\$60,000.00
Interactive kiosk	\$40,000.00
Signage	\$ 9,000.00
Educational materials	\$11,000.00
3-year maintenance contract	\$35,000.00
<b>Total Budget</b>	<b>\$200,000.00</b>

# Project Description, continued

## Identify key words

1. What is the geographic focus of this project (if any)?  
Carver County, Arkansas
2. What areas of interest are we covering with this project?  
Environmental education  
Trails  
Physical fitness
3. What type of support do we need for this project?  
Project planning  
Infrastructure (ingress, egress, parking)  
Facilities (trail head facilities)/Buildings  
Technical (purchase & programming for kiosk)  
Project support  
Outdoor safety  
Maintenance

# Simplify Grants Research

## **Step 1.**

Look for any federal or state funds – followed by private grant makers

## **Step 2.**

Drill down – eliminating funding sources that are less than a perfect match

## **Step 3.**

Review background materials and eliminate those that don't fit the proposed project

## **Step 4.**

Create a brief description – compile a set of questions

## **Step 5.**

Call or email the prospective grantmaker

## **Step 6.**

Complete a final review – and develop your grants strategy

# Grants Strategy: An Example

## Identify key funders & build a strategy

<b>Grantmaker</b>	<b>Amount to request</b>	<b>Deadline</b>
<b>Open Deadlines</b>		
• NPS – Rivers, Trails & Conservation Assistance Program	Tech Asst	Open
• First National Bank of Arkansas	\$ 4,500.00	Quarterly
• Arkansas Power and Light	\$ 4,500.00	Quarterly
<b>Deadlines in 2010</b>		
• The Arkansas Trail Society	\$ 9,000.00	Feb 8
• National Recreational Trails Program	\$50,000.00	May
• USDA – Public Facilities	\$50,000.00	May 3
• Alfred Logan Family Foundation	\$25,000.00	May 7
• Arkansas Wildlife & Recreation Program	\$20,000.00	June 15
• Benjamin Family Trust	\$18,000.00	June 17
• The Conservation Fund	\$45,000.00	June 21
• The Founders Trust	\$85,000.00	Sept 18

# Project Specific Grants Calendar

<b>GrantMaker</b>	<b>Start Date</b>	<b>Draft Date</b>	<b>Submission Date</b>
National Park Service	9-Nov-10	18-Dec-10	Jan-10
1st National Bank of ARK	9-Nov-10	15-Dec-10	Jan-10
ARK Power & Light	22-Dec-10	7-Jan-10	1-Feb-10
ARK Trail Society	28-Dec-10	11-Jan-10	1-Feb-10
National Rec Trails Prgm	5-Feb-10	15-Mar-10	15-Apr-10

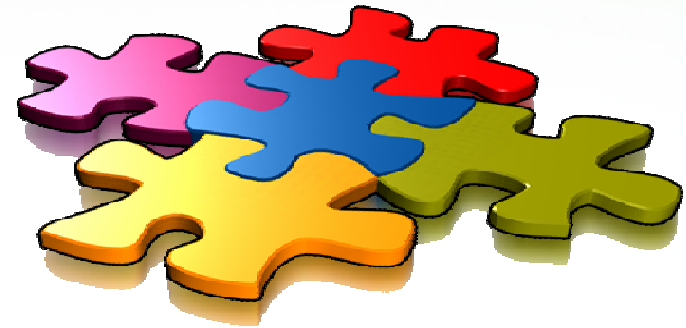
# 2010 – 2011 Grant Seeking Calendar

Combine all of the project calendars  
into one working calendar

Include the details!

Post the calendar in public  
view

Keep the RFP Decision Matrix  
handy



## A few salient quotes

*“On average foundations reward grants to about 5% to 10% of those who apply, and in many cases less.”*

*“The rule of thumb for professional fundraisers is a 10% to 17% success rate.”*

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