



# Introduction and Overview of the Course

Foundations of Grant Writing & Readiness

# Course Roadmap & What to Expect

- Weekly modules covering all aspects of grant writing
- Hands-on exercises and real-world case studies
- Opportunities for peer discussions and instructor feedback
- Final project: Drafting a full grant proposal





# Learning Objectives

- Understand the difference between grant writing and traditional fundraising
- Learn about different types of grants and funders
- Assess organizational readiness for grant seeking
- Identify key components of a successful grant application
- Evaluate internal processes to improve grant preparedness

# What is Grant Writing?

- Grant writing is the process of developing and submitting proposals to secure funding from public and private entities
- A competitive and time-sensitive activity
- A highly structured and strategic process that requires clear alignment with funder priorities
- More than just writing—includes research, relationship building, and compliance



# Grant Writing vs. Traditional Fundraising

## Grant Writing

Focuses on institutional funders (foundations, government)

Highly structured applications

Requires extensive documentation

Often restricted funding

## Traditional Fundraising

Focuses on individual donors & events

More flexible approaches

Relationship-driven

Often unrestricted funding

# Types of Grants & Funders

- **Programmatic Grants**
  - *Funding for specific projects or initiatives*
- **General Operating Grants**
  - *Flexible funding for overall operations*
- **Capital Grants**
  - *Support for infrastructure, equipment, and major purchases*
- **Research & Evaluation Grants**
  - *Funds for studies and program assessments*
- **Funders**
  - *Government agencies, private foundations, corporate sponsors, community foundations*

# Key Components of a Grant Proposal

- Executive Summary
- Statement of Need
- Program Description
- Evaluation Plan
- Budget & Budget Narrative
- Organizational Capacity
- Sustainability Plan

# Organizational Readiness Self-Check

- Does your organization have a clear mission and strategic plan?
- Do you have dedicated staff or volunteers for grant-related tasks?
- Are your financial and program records well-documented?
- Are your funding priorities aligned with potential grant opportunities?
- Do you have a system for tracking grant applications and reports?



# Common Grant Writing Challenges

- Finding the right funding opportunities
- Tight application deadlines
- Limited staff capacity
- Aligning proposals with funder priorities
- Gathering necessary data and documentation
- Managing post-award compliance



# Reflection Slide

1. What are your goals for improving your grant-seeking skills?
2. What are your biggest challenges with grant writing?
3. How do you currently find funding opportunities?

# Summary & Next Steps

- Key takeaways from today
  - *Grant writing is a structured, competitive process that requires preparation*
- Complete the self-assessment before the next session
- Explore your organization's grant-seeking history and current capacity