

WRITING EFFECTIVE PROPOSALS

Beth Peterkin

November 20, 2014

Recreation Summit 2014



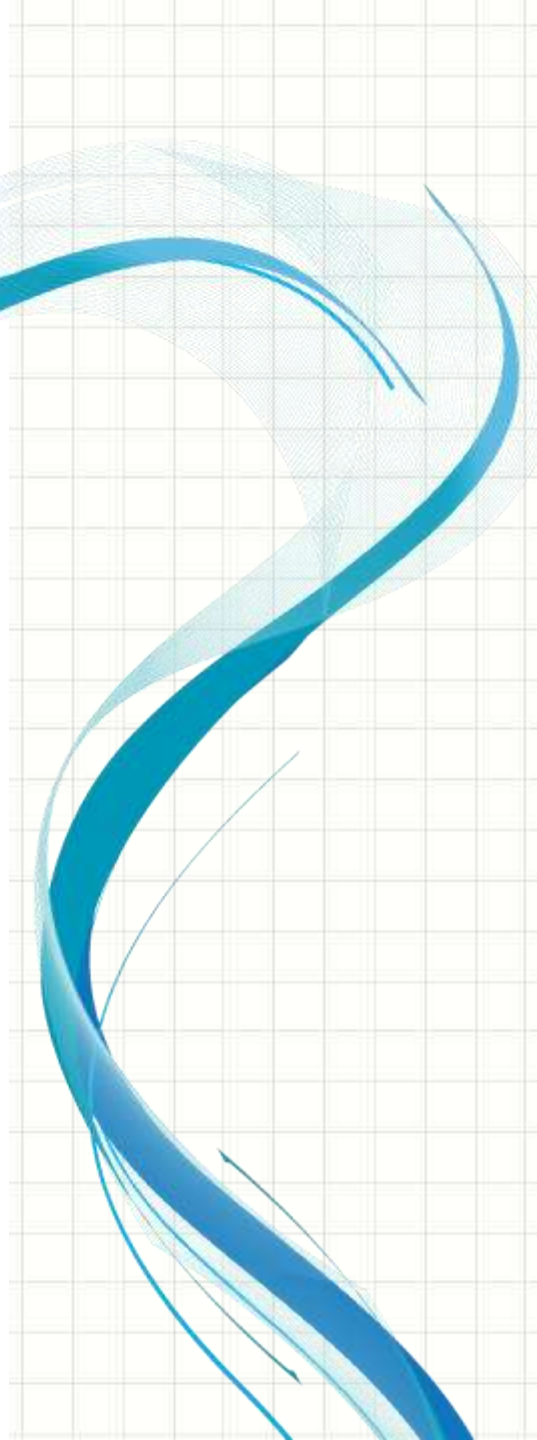
Overview and Objectives

- When to write a grant application
- What to prepare
- Who is involved
- How to write the grant
- Why was my application approved 😊 (or declined 😞)
- Where do we go from here

When?

- Identified Need
- Available Funder
- Good Match





What?

- Business Case
- Financial Records
- Who Will Benefit
- Who Will Carry out the Project
- Expected Outcomes
- Executive Summary





Who?

- Staff or volunteer
- Good writer
- Board members
- Partners
- Three extra sets of eyes!



How?

- Read the Guidelines before you start
- Answer all required questions
- Be aware of word count limits
- Keep it interesting
- Include attachments
- Signature format



Attachments May Include:

- Financial statements
- Insurance confirmations
- Letters of Support
- Partner Letters
- Testimonials
- Annual Reports
- Charitable Status

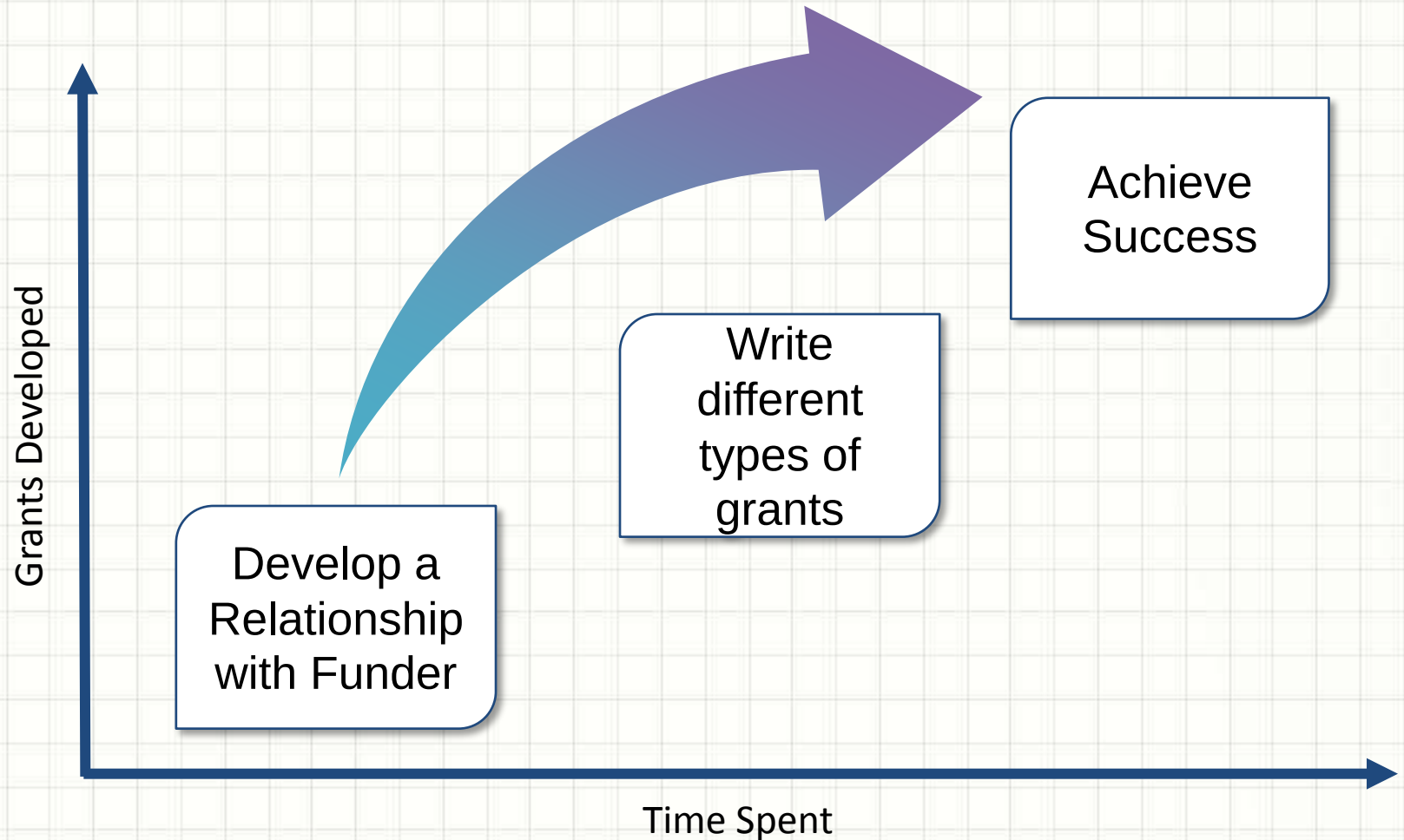


Why?

- Typos and poor grammar
- Made assumptions and did not explain
- Only 1 day late
- Used acronyms
- Not exactly what the funder wanted but it is a great project!

- Clear writing style
- Interesting
- Questions complete
- Met the funder's criteria
- Submitted by the deadline
- Organization has the capacity to deliver

Working Toward Success



**Where do we
go from here?**



DECLINED:

- **Talk to the funder representative**
- **Ask an experienced grant-writer to review your work**
- **Use it as a learning opportunity**
- **Be prepared for next time!**

Where do we go from here?

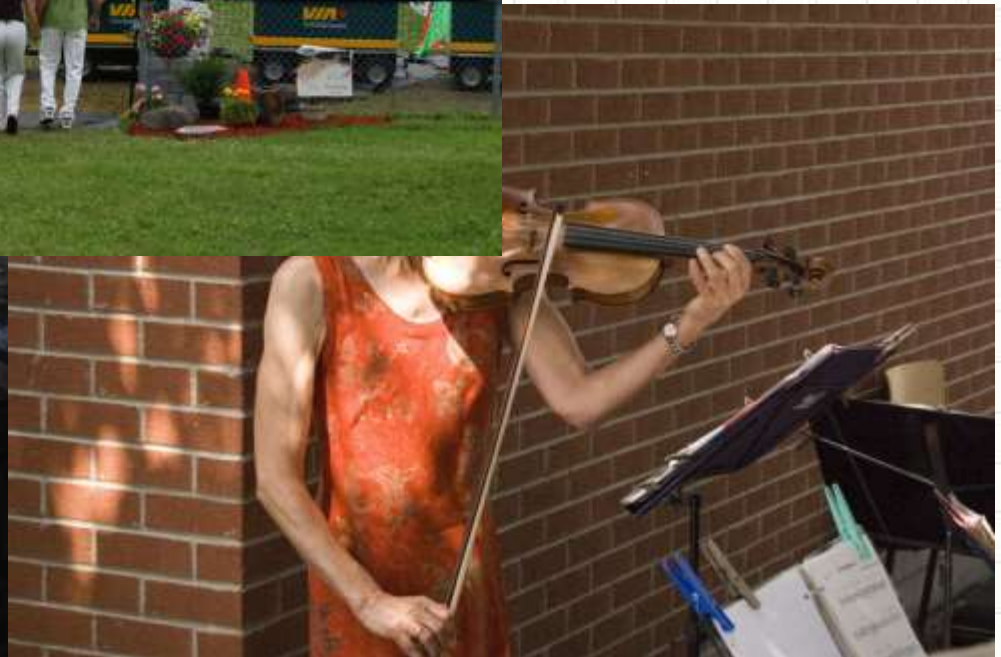
APPROVED:

- Read the funding agreement
- Note the timelines and conditions
- Diarize follow ups
- Start your project



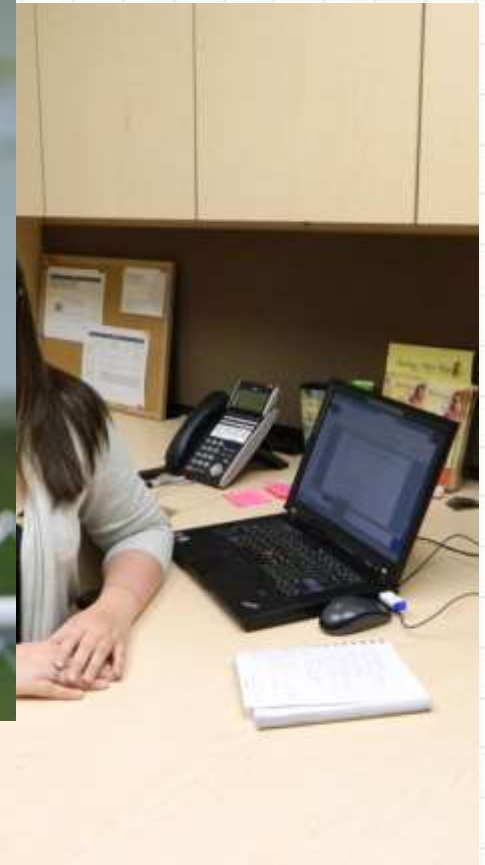
Types of Projects







FRIENDLY





Questions:

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