

Grant(*loan*)writing 101

Right grant, right time, right project

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There's no such thing as free money

- What's more painful: developing internal sources of funding or writing and administering a grant?
- Is the project a funding priority: both for you and the funding source?
- How would this project fit into the 'big picture'?



Developing your project idea

- See what else is out there; who's doing what...
- Have a chat session.
- Put ideas to paper
- Thoroughly describe proposed project
- State goals and objectives. Important!
- Establish a timeline
- Estimate costs for staff, materials, and equipment
- Plan for an evaluation of success
- Once you 'build it', how long do you need it, or want it to last? Plan for its future.

Is it the Right Grant?

- Are you eligible?
- Can you match?
- How many funded?
- How much money/Range?
- Can you meet guidelines?
- Type of project?

Geographic Spread

10 Reasons Why Proposals Fail

- Guidelines not followed
- Did not meet program priorities
- Incomplete or not on time
- Poor demonstration of need
- Appeared beyond applicant's capacity
- Implementation plan weak
- Unrealistic budget
- Cost greater than benefit
- Poorly written

Keys to Success

Innovation and Creativity are important

Looking for new solutions to old problems

How do you spur creativity?

Calling the Program Officer is one of the most important elements

85% of all successful grant seekers have had contact with the program officer

What keeps us from applying for grants?

REJECTED

Recycle your Rejected Proposal

Success means having one in three proposals funded

- Only 1 proposal in 5 is turned down because the idea wasn't good
- A rejected proposal is worth the free advice
- The success rate is higher for proposals turned in a second time; the success rate on a third submission is almost 1:1
- Call the program officer, get feedback
- Rewrite, revise, resubmit

What keeps us from getting grants?

**“NO RIGHT
GUN!”**

Appropriate Writing Style

- Write to the funding source
- 5 W's
- Best not to write in 1st person
- Be Clear & Concise
- Write to inform
- Write to persuade
- Don't use biased language or hyperbole
- No opinions
- Use data
- Establish credibility

Words that paint a picture

“Rain Barrel Installation on School Grounds.”

“Teaching students about stormwater management through experiential hands-on learning.”

The Title

The title is important. It should convey what the project is about. The title is your 'elevator speech'

No!: Local Waterfront Revitalization in the village of Littleville

Yes!: Creating a creekside Live/Work/Play district in downtown Littleville

Editing your Grant

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



Now, let's talk
Money!

Some popular funding programs

USDA Rural Development

- Water/wastewater
- Community Facilities
- Distance Learning
- Telemedicine
- Housing Loans/grants

Community Development Block Grant

NYS DOS

- Local Government Efficiency
- Local Waterfront Revitalization Program

Northern Border Regional Commission

NYSERDA

NYS Dept. of Envi. Conservation

- WQIP

NYS Ag/Markets

- Ag district planning grants

NYS Environmental Facilities Corporation

- water/wastewater
- GIGP
- Engineering Planning grant

NYS Regional Economic Development Councils

Regional Councils



<http://regionalcouncils.ny.gov/>

Regional Economic Development Councils (REDC) & YOU

Each Region created a strategic plan.

- Main initiatives
- Critical issues
- Challenges
- Strategies and goals to improve economy

Have the support of your REDC – share your project idea as soon as you can.

Align community strategies with REDC strategies

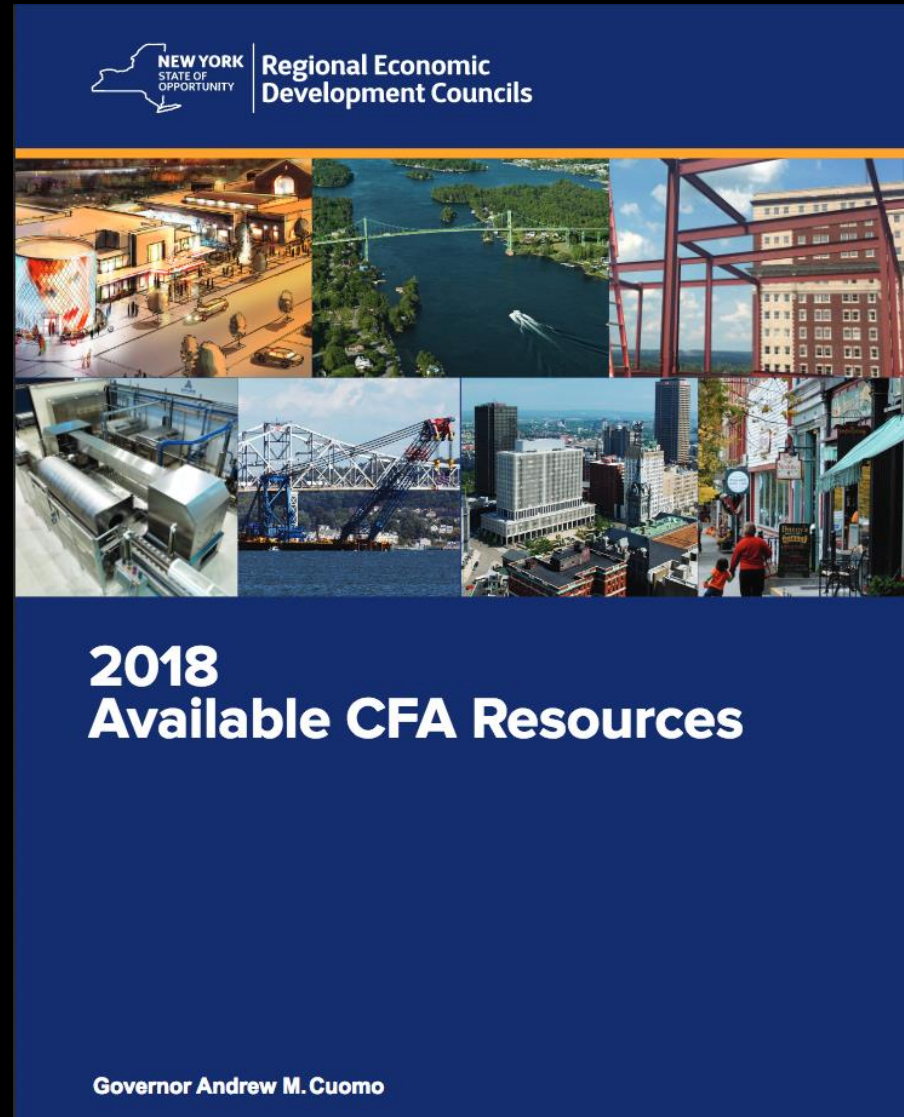
Get the anticipated 20 points!

REDC and the CFA

Selection Criteria for NYS DEC/EFC Wastewater Infrastructure Engineering Planning Grant from 2017		
	Points Assigned	Criteria
Regional Economic Development Priority	20	Alignment with the goals and priorities of its REDC
Performance Measures	40	Severity of existing water quality impairments
Strategies	24	Proposed project is required by a Consent Order, SPDES permit or TMDL
Process	8	Local commitment
Vision	4	Planning project is identified in a formally adopted plan
NYS DEC Regional Priority	4	Alignment with the goals and priorities of the DEC region that the project is located

Guidebook

- Resources typically announced in May
- Applications typically due in late July



Be in the know...www.regionalcouncils.ny.gov

Western New York

Upcoming CFA Workshops



5/4/2017
2:00PM – 4:30PM
Fredonia, SUNY Fredonia

[Click here to RSVP](#)

6/5/2017
1:30PM – 4:00PM
Buffalo, Buffalo State College

[Click here to RSVP](#)

Consolidated Funding Application Public Information Sessions

Can't make it to one of the CFA workshops in Fredonia or Buffalo? The following information sessions will provide another opportunity to learn more about the available funding programs, selection criteria, and how to access the 2017 Regional Council opportunities using the online application system.

Friday, May 19th

10:30 a.m. to 12:00 p.m.

Conference Center Niagara
Falls – Porter/DeVeaux

101 Old Falls Street
Niagara Falls, NY 14303

RSVP

Tuesday, May 23rd

11:00 a.m. to 12:30 p.m.
Alfred University –
Franklin W Olin Building
– Room 302

1 Saxon Drive
Alfred, NY 14802

RSVP

Wednesday, May 31st

1:30 p.m. to 3:00 p.m.

Holiday Valley Resort – Main
Lodge – Birdie Room, 2nd
Floor
6557 Holiday Valley Road
Ellicottville, New York 14731

RSVP



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Regional Economic
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2017 New York
State Agency
Contact Information



M/WBE Resources



Buffalo Billion Website



Regional
Opportunity
Agenda

We're here to help?

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