

From Part I of the First Literacy Workshop

ABE Grant Writing: Basics and Beyond

November 18, 2011

1) **Reach out to funders.**

- Be sure you understand their funding priorities and proposal guidelines.
- Don't be afraid to ask for clarification of priorities or guidelines, especially at grant seekers' forums.

2) **Who are funders funding?**

- Knowing the organizations and kinds of projects a funder has supported can help your understanding of its priorities.

3) **Connect to funders' mission statement.**

- Appeal to funders that are (or may be) supportive of ABE programs and that you think would be open to funding your proposed projects.
- Keep a funder's mission statement in mind as you write your proposal, explicitly addressing how your program and project connect with that mission.
- Allude to the mission statement (indirectly), weaving it into your narrative.

4) **Be realistic about what you can offer. Promise only what you can deliver.**

- As you craft your proposal that is cost-effective with clear outcomes, try not to overstate what you can accomplish.
- Try, if you can, to be realistically ambitious.

5) **Connect program planning to your proposal with measureable outcomes.**

- Both project activities and learners' benefits should be measured.

6) **What are valuable measures?**

- See # 5.

7) **Follow guidelines.**

- As basic as this sounds, keep it in mind. (You might be surprised how often people fail to do this.)

8) **Answer the questions in a straightforward way.**

- Readers are looking for clear answers to guideline questions. Don't make them sift through your narrative in search for your answers.

9) **Tell a good story, clearly and concisely, both in the narrative and when making connections to the budget.**

- Make your best case and be compelling while keeping your proposal clear and concise.
- Clearly connect your budget with your narrative, the costs with your project activities.