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 measurable 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.