

Farmers Market and Local Food Promotion Program Grant Writing Workshop



Preparing Your Proposal

These workshops are funded by the USDA's Agricultural Marketing Service and facilitated by USDA's National Institute of Food and Agriculture. The project is coordinated by the USDA-NIFA Regional Rural Development Centers.



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

Agricultural
Marketing
Service

Preparing Your Proposal

Begin with your:

- Ideas
- Objectives
- Goals

Map out or outline your project
and **THEN** begin writing



Do Not Promise What You Can't Deliver



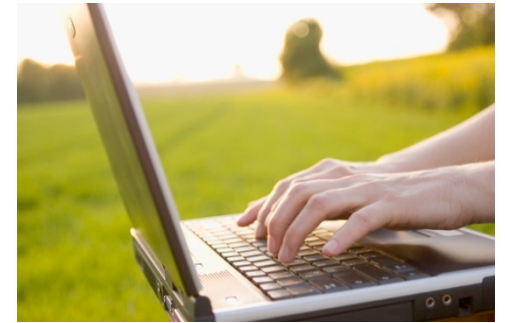
Use Specific Language

Be careful when using absolute terms:

- All
- None
- Every
- Never
- Always

Be careful about making:

- Generalizations
- Bold statements
- Political opinions
- Negative statements



Examples of Specific Language

<u>General</u>	<u>More Specific</u>	<u>Very Specific</u>
Math Instructors	Algebra Instructors	High School algebra instructors
Daytime	before 5 PM	Between 8 AM and 5 PM
Farmers	Organic Farmers	Certified Organic Farmers with less than 50 acres

Reduce Redundancy

Examples:

- Food hub will better improve local food distribution
 - Food hub will improve local food distribution
- Study will include both students and teachers
 - Study will include students and teachers
- Every student in all grades will create, organize, and produce a personalized individual portfolio that includes all the writing assignments from the entire academic school year **OR**
 - Each student will make a writing portfolio that includes all of their work from the school year



- yes
- no
- maybe

Staffing Plan

- Describe the roles of all individuals/groups associated with your project
 - Who will administer the project?
 - Who will oversee each project activity?
 - Who will complete project reporting?
- Clarify how each role is essential to the success of your project
- Describe the qualifications of each team member



Estimating Costs

- Personnel
 - Show the actual salary (in years, months, etc.) and the % on this project, include benefits
- Equipment
 - Specify needed equipment by type, brand, model and price
- Travel
 - Estimate number of trips, and include mileage, air, hotel, parking, and meal costs
- Supplies
 - Be specific as to type and number, provide accurate costs for each
- Facility Rental
 - Document quotes



Writing Tips

- Read and carefully follow grant guidelines!
- Avoid jargon and A.C.R.O.N.Y.M.S
- Check for grammar, spelling, and typos
- Do not overuse bullet points
- Do not use fancy fonts and layouts
- Start with clarity. No fluff.....



Writing Tips

- Use statistics/sources
- Describe assumptions
- Describe return to grant funds (ROI to agency)
- Discuss of role(s) of existing/additional staff
- Discuss of need for and role(s)/contribution(s) of all partners



Writing Tips

- Be **INNOVATIVE**
- Be **PASSIONATE**
- Be **REALISTIC**
- Be **SPECIFIC**



Additional Grant Writing Resources

- <https://owl.english.purdue.edu/owl/resource/981/1/>
- <http://www.ssrc.org/publications/view/7A9CB4F4-815F-DE11-BD80-001CC477EC70/>
- <http://nonprofit.about.com/od/foundationfundinggrants/tp/grantproposalhub.htm>
- <http://www.npguides.org/>
- <http://www.learnerassociates.net/proposal/>
- <http://www.agwa.us/>
- <http://www.stepbystepfundraising.com/20-free-grant-writing-resources-non-profits/>
- <http://www.learnerassociates.net/proposal/links.htm>

Thank you!

Questions?