

# Advanced Grant Writing

Collaboration

Logic Models

Collective Impact

# THE ROAD TO GRANT AWARDS

*The long and winding road that leads to your door,  
will never disappear.....*

# Learning Outcomes

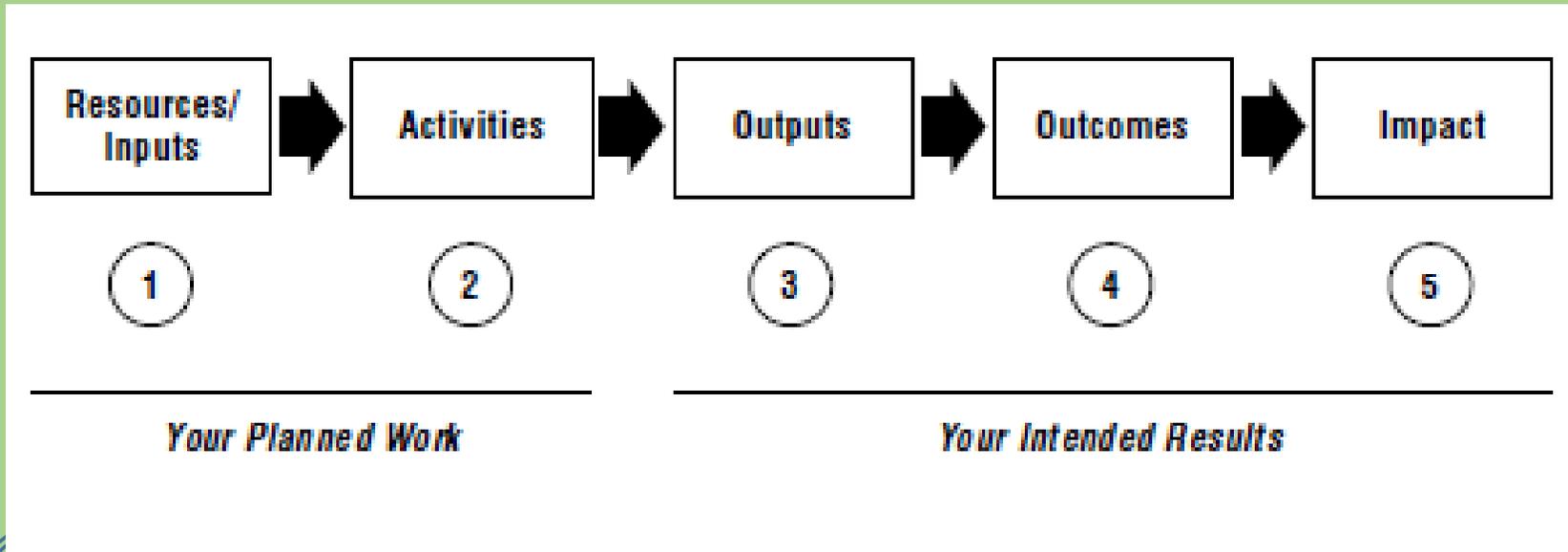
- Understand how to use logic models, work plans and timeline
- Strategic approach to adding components to strengthen the proposal
- Proven methods designed to increase probability of funding

# Logic Models

*Help funders visualize what “change they will help make happen” when they invest in your cause.*

According to the W.K Kellogg Foundation’s Logic Model Development Guide, a logic model is “...a systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan, and the changes or results you hope to achieve”.

The **logic model** is a graphic display or 'map' of the relationship between a program's resources, activities, and intended results, which also identifies the program's underlying theory and assumptions.



The **logic model** is a tool used to evaluate the effectiveness of a program and a outcome oriented evaluation process.

RESOURCES	ACTIVITIES	OUTPUTS	ST OUTCOMES	LT IMPACTS
<p>In order to carry out our set of activities we will need the following:</p> <p><i>Program Ingredients, e.g. funds, staff, community support, participants.</i></p>	<p>In order to address our need we will carry out the following activities:</p> <p><i>The method used to accomplish program goals, e.g., classes, counseling, training.</i></p>	<p>We expect, once carried out, these activities will produce the following evidence of product or service delivery:</p> <p><i>Units produced by a program, e.g., number and type of clients served, policies developed, events planned, publications, etc.</i></p>	<p>We expect, if carried out, these activities will lead to the following changes or benefit participants in certain ways:</p> <p><i>Short term and immediate indicators of progress, e.g., collaborative partnerships, improved family functioning or school performance.</i></p>	<p>We expect, if carried out, these activities will lead to the following impacts:</p> <p><i>Long term desired program effects, e.g. resilient community, economic self-sufficiency, violence prevention.</i></p>

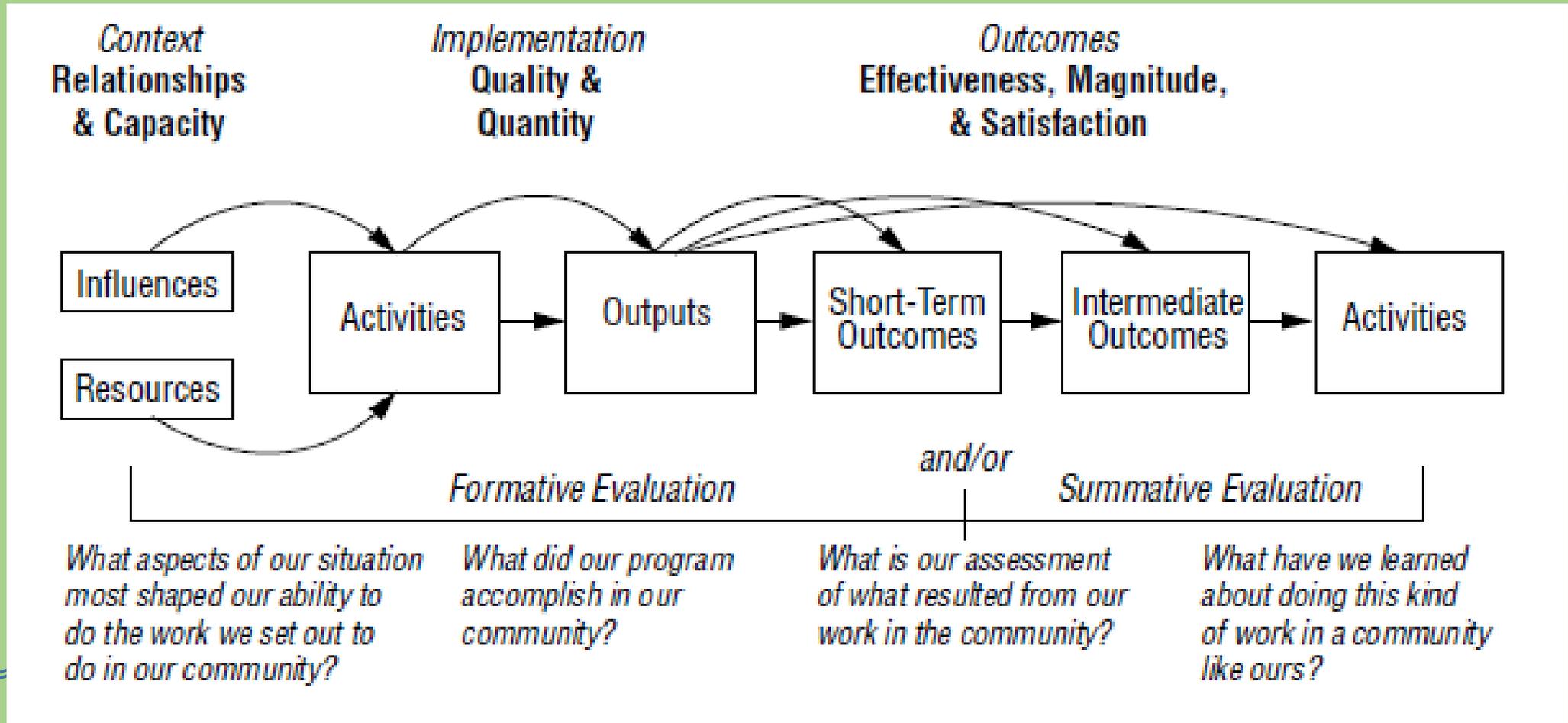
# Guiding Principals

*Good evaluation, in our view, should provide useful information about program functioning that can contribute to program improvement.*

W.K. Kellogg Foundation  
Evaluation Unit

- Spend time to create a well planned program which allows you to conduct a good evaluation
- Develop a hypothesis to guide the development and implementation of the initiative or program component
- Develop well defined, relevant, and credible criteria for success
- Identify useful performance data that can be obtained in the award period
- Agree on how the intended users of the evaluation results will employ the information collected

# Using the Logic Model to Frame Your Evaluation Questions



# Broader Impact vs. Collective Impact

- Has clearly described activities
  - Has well justified rationale
  - Demonstrate creativity or originality or have a basis in established approaches
  - Well organized strategy to accomplish clearly stated goals
  - Established qualifications
  - Demonstration of efficient resources
  - Plan to document results
- Common agenda
  - Consistent protocol for collecting and measuring results
  - Mutually reinforcing activities
  - Continuous communication
  - A back bone organization with staff and specific skill set to serve and lead entire initiative

# Broader Impact

**“Broader Impacts”** refers to the potential for a research effort to benefit society and contribute to the achievement of specific societal outcomes - advance knowledge

According to the National Science Foundation: make the world better

- Build talent in a particular field or area: STEM
- Innovate for the future: transform the way we make decisions on a particular topic
- Improve society: improve the lives of people with disabilities
- Reach beyond borders: recycling agricultural waste benefits our environment and developing nations
- Engage a wider audience: museum maker spaces, public ‘Tinkering Studios’

# Collective Impact

**Collective Impact is a framework to tackle deeply entrenched and complex social problems. It is an innovative and structured approach to making collaboration work across government, business, nonprofit organizations and citizens to achieve significant and lasting social change**

# 5 Key Elements

Common Agenda

Common Progress Measures

Mutually Reinforcing Activities

Communications

Backbone Organization

1. All participants have a **common agenda** for change including a shared understanding of the problem and a joint approach to solving it through agreed upon actions.
2. Collecting data and **measuring results consistently** across all the participants ensures shared measurement for alignment and accountability.
3. A plan of action that outlines and coordinates **mutually reinforcing activities** for each participant. People do what they are best at to contribute.
4. Open and **continuous communication** is needed across the many players to build trust, assure mutual objectives, and create common motivation.
5. A **backbone organization(s)** with staff and specific set of skills to serve the entire initiative and coordinate participating organizations and agencies.

# Positioning For Grant Awards

- Assess and plan – pre-plan
- Have a current strategic plan
- Maintain all registrations annually
- Create protocol and policies for grant seeking and post-award management
- Standardize evaluation of the organization and grant impacts
- Consider establishing an administrative or in-direct cost rate that is used consistently as appropriate.

# Raising the Organizational Profile in the Eyes of the Reviewers

- Resumes reflect active contributions to the community or like organizations
- Ideas presented are transformative and build a base of evidence aligned with the funder's mission.
- Solid relationships are in place prior to grant submission.
- Documented track record shows progress
- Literature review is aligned with transformative ideas presented.
- Narrative links the funder's agenda with your mission
- Know the rules of the game

# How Will Your Proposal Compare?

- Context is everything
- Know the players
- Have a good track record
- Integrate programming and service into the proposal
- Disseminate the opportunity, award and outcomes

# Letters of Support

The goals of a letter of support are to:

- Specify what the consultant(s)/collaborator(s) will contribute to the research
- Convince the reviewer the consultant(s)/collaborator(s) will fulfill the request
- Convey enthusiasm for the work
- Lend credibility to your proposal – show genuine planned collaboration

## Four parts to the letter:

- Introductory paragraph
- Explanatory paragraph
- Commitment paragraph
- Closing paragraph

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**Thank you!**