WELCOME TO THE SCIENCE & ART OF GRANT-WRITING

Lake Champlain Basin Program
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THE SCIENCE & ART OF GRANT-WRITING

AGENDA

- Basic tenets of strong proposal writing
- Project development, including goals, outcomes, outputs and tasks
- Creating cogent project summaries
- Budget guidance

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Basic Ingredients

- Demonstrate project "fit" with funder's mission and goals; paint a compelling picture
- Always keep the grant selection criteria and the reviewer in mind
- Follow the proposal format provided, responding to each requirement in the order given
- Accuracy counts! Check and double check

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Developing Your Project Idea

- What is your overall project goal/purpose?
- What will be different once you are done?
- Describe impact in terms of outcomes (aka objectives)
- Outcomes: Measurable sets of activities/strategies that together will achieve the goal/purpose: Results or effects of all activities

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Southern Rainbow Lake Protection Project

Background: The southern end of "Rainbow" Lake has been assessed as impaired by USEPA since 1998. Both algae and aquatic plants thrive in the shallow waters and limit recreational activities in this section of the lake. Protecting tributaries in this area is vital to the water quality of southern Rainbow Lake. *Budget: $921,000*

Project Goal/Purpose: This project will improve water quality in southern Rainbow Lake through placing conservation easements on six properties, protecting over 20,000 feet of streambank and riparian buffer in the southern area of Rainbow Lake from development.

Outcome/Objective #1: Acquire conservation easements

Outcome/Objective #2: Establish riparian corridor and place signage

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More Goals/Outcomes

Goal: Reduce the amount of stormwater entering Lake George from X locale. *Budget: $63,000*

***Outcome** (Objective):* Replace 2,500 linear feet of asphalt stormwater swales with erosion control products and infiltration basins

Goal*:* Improve water quality and restore riparian habitat throughout Sunlight City's parks. *Budget: $15,021*

***Outcomes** (Objectives):*

- Stabilize stream and riverbanks
- Remove and replace invasive plants
- Reduce sediment erosion

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Developing Project Outcomes

In 20 minutes, develop 2 draft outcomes/objectives for the following project:

Title: Lakeshore Stormwater Shoreline Erosion Assessment
Budget: $26,000 for one-year project

Project Background: Impacts from stormwater and shoreline erosion are major contributors to water quality pollution in lakefront communities across the Lake Champlain shoreline. On the northern Lake Champlain shoreline, accelerated erosion resulting from inadequately maintained or poorly designed drainage infrastructure, coupled with lakefront encroachment and conflicts with stormwater management systems, are significant sources of nutrient pollution.

Purpose/Goal: Produce plans to reduce stormwater runoff and shoreline erosion on the lakeshore in the town of X in order to mitigate nutrient pollution in this area of Lake Champlain.

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Draft Project Outcomes

1. Identify the worst spots of erosion and stormwater runoff in town through an active community engagement process (residents, landowners, public works, professionals)
2. Develop mitigation strategies for stormwater runoff and shoreline erosion using experts and other resources to determine approaches and BMPs for nutrient reduction

A. Gather and present information on existing conditions and data available regarding erosion and runoff in this area in X# of stakeholder meetings and conduct an assessment of problem areas and needs.
B. **Based on the assessment, our trained engineers and other experts will identify potential courses of action and produce a ranked list of four potential plans.**

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Tasks and Outputs (Performance Measures)

- **Tasks are activities to achieve an outcome/objective:**
  - Develop a volunteer training series
  - Create a boat cleaning protocol and schedule
  - Remove woody invasive plants
  - Conduct bidding process for a construction project
  - Oversee phases of construction project

- **Outputs are the products/achievements of a task:**
  - # of volunteers trained
  - # of boats cleaned
  - Square footage of area from which plants were removed
  - Signed contract with successful bidder
  - Construction job completed

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Tasks & Outputs

Outcome/Objective: Restore 18 acres of Polly's Pond waterfront by removing and controlling the spread of AIS through hand harvesting

Task	Outputs/ Performance Measures
1. Apply for permits and contract AIS harvesting company	- Permits obtained - Contract completed and signed
2. Survey and map plant growth pre and post control throughout Polly's Pond and downstream in Molly's Pond	- Pre-control and post control Plant Survey reports
3. Conduct harvesting	- Area of harvest - % AIS cover pre- and post-harvest - Pounds of AIS plants harvested - Number of harvest hours
4. Conduct outreach via social media and local media press releases	- Social media and press releases

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Putting it all Together

- Create one, overarching purpose/goal that responds to your needs *and* lines up with the RFP – and *Opportunities for Action*
- Develop 1-3 outcomes/objectives to achieve the goal: What will it take to fully carry out this project?
- Determine how you will measure/demonstrate achievement; 1-4 outputs per outcome/objective
- Design tasks around your outputs
- Use a table: Outcomes/objectives, tasks, outputs, timeline

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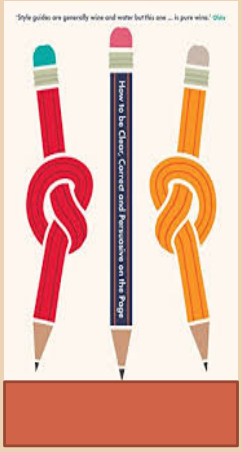
Project Summary/ Abstract



Public face of your project

Tangible statement of why this project matters and what will be achieved through its accomplishment

Include purpose/goal, outcomes and key outputs

Clear, cogent, concise

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Budget Matters

Line Item	Task 1	Task 2	Task 3	Match	Total
Personnel					
Fringe					
Travel					
Equipment					
Supplies					
Contractual					
Total Direct					
Indirect					
Total Budget					

Do your math!

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Budget Justification

Personnel: Executive Director (ED): workplan review, reporting 15 hrs @ $75/hr = $1,125 (Match); Science and Stewardship Director (SSD): QAPP development, workshop, planting assistance, reporting 18 hrs @ $60/hr = $1,080 ($300 Match); Research Associate (RA): QAPP development, seed mixes, planting, monitoring, develop and facilitate workshop, reporting 191 hrs @ $50/hr = $9,550 ($200 Match); River Steward (RS): assist with planting, monitoring, workshop 75.2 hrs @ $25/hr = $1,880 ($200 Match)

Professional Services: Biological consultant to assist with transect setup and monitoring, data analysis, custom seed mix development (Tasks 2, 4-6) $3,350

Travel: ~1,380 miles @ $0.575/miles = $794 ($175 Match)

Supplies: grass seed mix, shrubs, and trees, mulch and fertilizer, workshop supplies (seed spreader, tree tubes, watering bags, tree tags, hand pruners, rock bar, gloves, shovels), = $3,040

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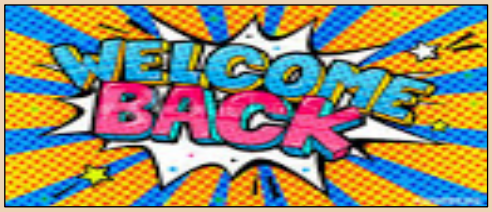

On to Designing Tasks and Outputs!
3:45-4:45

As you enter the meeting, please:
- Announce your name and organization
- Prepare to turn ON audio and video for breakout groups

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DESIGNING TASKS & OUTPUTS

In 20 minutes, develop 2 draft tasks and outputs for this outcome:
Title: Lakeshore Stormwater Shoreline Erosion Assessment
Budget: $26,000

Project Background: On the northern Lake Champlain shoreline, accelerated erosion resulting from inadequately maintained or poorly designed drainage infrastructure, coupled with lakefront encroachment and conflicts with stormwater management systems, are significant sources of nutrient pollution.

Purpose/Goal: Produce plans to reduce stormwater runoff and shoreline erosion on the lakeshore in the town of X in order to mitigate nutrient pollution in this area of Lake Champlain.

Outcome 1: Identify problem areas associated with stormwater runoff and shoreline erosion on the lakeshore in the Town of X, using a combination of desktop analysis and field investigation.

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DRAFT PROJECT TASKS & OUTPUTS

Task 1: Create criteria for ranking the list
Output: List of criteria for ranking

Task 2: Use the criteria to produce a ranked list
Output: Ranked list

Task 1: Develop potential criteria for ranking projects
Output : Approved set of potential criteria

Task 2: Conduct a stakeholder meeting to approve criteria
Output: Approved criteria for ranking projects.

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