

Writing an Impactful Grant

Presented by:

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About Us

The Hanover Insurance Group Foundation, Inc.

- Mission – to improve the quality of life in the communities where our companies have a major presence, placing special emphasis on helping to build world class public education systems and inspiring and empowering youth to achieve their full potential.
- Geographic preference – Livingston County, Michigan and Greater Worcester, Massachusetts

The Hanover Insurance Group Foundation, Inc.

About You

- Name of your organization
- What you hope to learn about or gain from attending today

Overview

- Getting Started
- Familiarizing Yourself with the Grant Makers
- Telling Your Story
- Evaluating Your Outcomes
- Developing Your Budget
- Putting it All Together

Getting Started

Consider

- Grant writing takes time and energy to do well
- Allow for plenty of lead time to research, write and submit your grant request
- You may be required to produce letters of support or commitments for matching gifts, which will take time to ascertain
- Grant makers may only accept grants at certain times of the year
- Once submitted, the review process and notification may take several months to complete
- It may be worthwhile to source part of all of the grant writing process

Seeking Outside Assistance

Consider seeking outside assistance when:

- Staff lacks capacity to spend time researching all of the available grant making organizations, requests for proposals, etc.
- Organization would like assistance with building a strong core proposal that can be adapted for additional grant proposals
- Organization would like assistance with building a logic model, crafting outcomes, evaluating a program or reviewing a completed grant proposal
- Several grant proposals are due simultaneously
- Organization would like the expertise of experienced grant writers

Finding a Grant Writer



- Largest Grant Writing Firm
- 88 Active Writers on Staff
- In past 4 years, have been awarded 164 grants for \$92 million.
- www.grantwriters.net

Finding a Grant Writer

- American Grant Writers' Association
 - www.agwa.us
- American Association of Grant Professionals
 - www.grantprofessionals.org



- Ask for writing samples
- Ask for references
- Remember, professional organizations recommend grant writers charge a flat or hourly fee rather than a commission based on the size of the awarded grant

Familiarizing Yourself With the Grant Makers

Funding

- Grants are typically available for:
 - Research
 - Training
 - Operations
 - Programming
 - Endowments
 - Capital projects

- Primary grant sources:
 - Federal Government
 - State Government
 - Foundations
 - Corporations

