



## THE NITTY GRITTY OF ADVANCED GRANT WRITING

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## Secrets of Grant Writing

- Follow Directions
- Write Well
- Take your Time

## Follow Directions

Tip #1: Give them what they want

Tip #2: Give it in the order they want

Tip #3: Don't give them any more

## Write Well

- Tip #4: Use active voice
- Tip #5: Know your audience

## Active Voice

- Passive voice assumes actions have no actors
- Active voice includes a subject who acts
- Active voice allows for stronger verbs
- Active voice provides more variance, clarity, and emotion
- Active voice often uses fewer words

## “To Be” or “Not To Be”

Program funds are those funds raised on an annual basis to meet the organization’s operational needs. They are “unrestricted” funds, which means they can be designated for use by the organization as needed to be agile, providing support to the areas of greatest and most immediate need. *(47 words, 286 characters)*

Program funds, those raised on an annual basis, allow the organization to meet its operational needs. As “unrestricted funds,” the organization’s leaders designate these funds to the areas of the greatest and most immediate needs, allowing the organization to remain agile. *(41 words, 273 characters)*

## Write for your audience

- Know your audience: Who will read your grant?
- Do not assume your audience knows you or your program
- Avoid jargon and abbreviations
- Be concise and clear
- Enhance readability
- Stop when you run out of things to say

## Take your Time

- Tip #6: Avoid common typos
- Tip #7: Double, triple check

## **Qualities of a Well-Written Grant**

- Adapt to the audience (reader)
- Get and keep readers' attention
- Engage the reader in your mission

## **Key Grant Sections**

## The Needs Statement

- Persuades funder to act
- Outlines the problem
- Phrased in funder's terms
- Tells stories
- Data supports claims
- Answers the “why”

## Include Stories

- Connects the known to the unknown to enhance learning
- Engages and involves your reader
- Triggers an emotional response which enhances memory and empathy
- Increases release of oxytocin which makes people more trustworthy, generous, charitable and compassionate

## How to Tell a Story

1

Use an example to humanize the need

2

Weave a story throughout the need, plan, and outcomes

3

Can be real stories or examples from your experience

4

Can tell the story in a few short words or with descriptive nouns

## Include Arguments

Logical arrangement of facts that move people from the known to the unknown

01

Improves believability of your information

02

Substantiates your case

03

Provides a logical reason for your reader to believe your need

04

Decreases likelihood of disagreement

## Focus on the Why

- Donors fund change, not “stuff”
- Arguments stem from the change you seek
- “What” stems from how you will achieve the “why”
- Simon Sinek

## Standard Needs for MOW

- Number of seniors who need meal service
- Aging population
- Demographics of seniors served
- Importance of meal service for seniors
- Need for companionship
- Need for nutritional support
- Impact of poor nutrition for seniors
- Impact of lack of companionship/social support
- Importance of staying in the home

## Sample Needs Statement

Anytown County has a growing elderly population. With 20% of residents currently over the age of 65, census data projects we will reach 30% by 2025. That equates to 5,000 seniors in various stages of health and mobility. Jane and Jim exemplify the average Anytown senior. Living on social security and Jim's meager pension, they have little savings. With Jim's declining health and Jane's growing dementia, many weeks Jim doesn't have the energy to cook a healthy meal, and Jane forgets to eat. Like 1 in 4 seniors nationwide – or 1,250 in Anytown, Jim and Jane fail to meet their minimum nutritional standards on a daily basis. Poor nutrition leads to poor health and inhibits the body's ability to fight infection or heal after injury.

## Assignment

Write a needs statement for a grant that:

- Tells a story
- Has arguments
- Focuses on the “why”
- BONUS POINTS for active voice!

## Report Out: Common Errors

- Talks about the organization not the clients
- Focuses on the “what” not the “why”
- Too much story
- Too much data
- Data does not support the claims
- Poorly written
- Not clear to the reader

## Developing the Project Plan

- Who
- What
- Where
- How
- How much
- Be specific, even if plans are not certain
- MUST solve your need

## Example Project Plan

The Anytown Meals on Wheels program will expand to serve an additional 500 of the eligible homebound elderly in Anytown County. Recall that our waiting list sits at 750; this will cut that by 66%. Program Manager will contact and, when necessary, requalify individuals starting with those who have waited the longest. Meal Provider has the capacity to make 500 additional meals each day at a reduced cost of \$2 per meal. Churches A and B have 10 additional volunteers each willing and able to deliver these meals, and Church C indicated a desire to join the program as well and can bring 20 volunteers. Volunteer orientation programs in September and March will orient them to project specifics.

## Assignment

Write a project plan for your proposal

- Who will you serve?
- Who will serve them?
- How will you serve them?
- Where will the program occur?

## Report Out: Common Errors

- Not enough detail
- Assumes audience has more knowledge than they do
- Skips major steps of the project
- Data does not support the claims
- Too much data
- Too many stories

## Questions/Comments

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