1.Assignment #5 in this module will be to write the project or program, so this lecture is about writing that.

2. For the purposes of this assignment and class, the project or program can be fictitious. However, it still

needs to match the nonprofit and it needs to be in line with the mission.

3. You have to figure what you want funding for. Is it a new program for the nonprofit? Its it a special

project? Is it something that will happen once? Or will it be on-going? This section I am limiting you to a

maximum of three single-spaced pages. You have noticed I have not given you a minimum, because if you

do this correctly you will likely have at least two pages. This is the biggest section with a lot of

information, so do it well!

4. These are all the parts that go into this section, I will go through each one in the next several slides.

5. Give a short intro description of what it is you are looking for funding for. Maybe it highlights a couple

things from your Needs Statement. It only needs to be like a paragraph.

6. The goals and objectives should be directly related to the needs/problem statement. There should be one

or two goals for your project and several objectives. A goal is the big picture, it is a broad statement. For example the goal of this Grants presentation and the group exercise is that Students will discover the time and effort required in the grant application process. Then ideally each goal has several objectives.

Objectives are measurable outcomes that help you to determine if you achieved your goal. Our book talks about goals and objectives in relation to the case statement. Klein's description of SMART is something you should also use it when writing your objectives for your grant. So some objectives for the goal related to this presentation are: Students will: identify an appropriate grant for their nonprofit organization using the tools available. And write a grant for their nonprofit organization. The objectives are where you really get into the who, what, where, and why!

7. Let's do a quick side track here...Have you ever heard of Bloom's Taxonomy? Well if you have not you should learn about it. It will not just affect you for this particular assignment but you will probably encounter it again in other classes and in the real world at your workplace. Bloom's taxonomy was created by a committee chaired by Benjamin Bloom. I am not going to fully go into it you can read more

about it, some websites are in the reference section at the end of this PowerPoint. Also remember that

the transcription of this PowerPoint is available allowing you to view the references section a little easier.

So, Bloom's Taxonomy is a classification of learning objectives mostly created for the education world but

has also been widely used in business. The most notable part is the cognitive domain which is represented

in this pyramid, a higher order of thinking happens as you move up the pyramid. So you are asking what

does this have to do with writing a grant! Well when you write your objectives you want to use certain

key action words. This taxonomy helps you think about those words. There are websites that will give you

lists of the words and where they fit in the pyramid. But I will just offer a couple examples of dos and

don'ts. So some behavior words to use when writing objectives include apply, explore, write. Some words

to avoid being aware of, understand, know. Why are these bad words? Because they are vague and

difficult to measure! And as I said in the previous slide, your objectives should be measurable and I can

assure you, the grant reviewers are aware of Bloom's Taxonomy. So there is your little lesson on Bloom's

taxonomy! Now let's continue...

8. The methods or methodology or procedures whatever the term that is used in your grant is the how! How

Are you going to do what you are proposing? The method should relate to the objectives and show how

you plan to accomplish the objectives. Prove to the reviewer that you can do what you say. Again, don't

assume they know anything! Explain it to them. You may also have to defend the reason you are choosing

to do something a certain way.

9. You are also going to want to show a timeline. When do you plan to do what? Maybe put a graphic in

the appendix.

10. Staffing: Who is doing what? Here you will have to choose who will be doing what and why you are

choosing them. How are they qualified? Don't just say see resume, say why they are qualified. Do not

make the reviewer go searching for information. While you can put resumes in the appendix, give at least

a short blurb on why they are being brought in or how they are qualified.

11. So how will you evaluate your program? What kind of data will you collect and how? How will you know it

was a success? What are your benchmarks for success? A lot of this stuff may seem repetitive and it is.

Make sure you are consistent throughout the proposal.

12. With sustainability you have to decide if this is something that will continue or if it is just a one time thing!

If it will continue, you need to outline how you plan to make it continue once the grant is no longer

available? Essentially you need to discuss the future of the project or program.

13. Remember that all of this has to tie in with the mission of the organization. While writing keep that

mission in mind!

14. Now this is a lot of information to pack into 3 pages, even if they are single-spaced. So when you submit

this, you are welcome to add an appendix with further info.

15. References

Landau, V. (2001). Topic 4 : Developing Goals and Objectives, Instructor's Notes. Retrieved from:

http://www.roundworldmedia.com/cvc/module4/notes4.html

Information about Bloom's Taxonomy: http://en.wikipedia.org/wiki/Bloom%27s_Taxonomy

And http://www.nwlink.com/~donclark/hrd/bloom.html