

# Grantwriting 101 for Wetland Programs

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# Developing a Program Message

- The program message is used to “**inform, educate, and often persuade**” potential funders and partners, and it is “the tool you count on to ensure that [these] target audiences know about you or your offer, believe they will experience the benefits you promise, and are inspired to act.”

Source: Kotler & Lee. Marketing in the Public Sector. Wharton School Publishing. 2007. p. 142-146.

# The Key Program Message: Writing Better Grants

# Step 1: Choose Grants

all federal funding opportunities for wetlands

Explore

Click + above to expand funding categories

Grant Program	Agency	Are States Eligible?	Are Tribes Eligible?	Scope	Can wetland program apply directly?	Regulation	Monitoring & Assessment	Restoration & Protection	Water Quality	Supporting Processes	CFDA Number
Wetland Program Development Grants (National)	EPA	Yes	Yes	National	Yes		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	66.462
Wetland Program Development Grants (Regional)	EPA	Yes	Yes				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		66.461
Clean Water State Revolving Fund	EPA	Yes	Yes	National			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	Apply through states
Drinking Water State Revolving Fund	EPA	Yes	Yes					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	Apply through the
Clean Water Act Section 319 Grants	EPA	Yes	Yes			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	66.460
Clean Water Act Section 106 Grants	EPA	Yes	Yes			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	66.419
Indian General Assistance Program Grants	EPA	No	Yes	National	No, unless affiliated with Indian/intertribal consortium	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	66.926
National Coastal Wetlands Conservation Grant Program	U.S Fish and Wildlife Service	Yes	No-but can apply as cooperator with state					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	15.614
North American Wetlands Conservation Act - U.S. Standard Grants	U.S Fish and Wildlife Service	Yes	Yes					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	15.623

Instructions Explore Find Summary Sheet Agency Abbreviations

# Step 2: Find More Information on Those Grants from CFDA.gov

**CATALOG of FEDERAL DOMESTIC ASSISTANCE**

Home Programs Agencies Regional Agency Offices General Info Privacy

### CFDA Statistics: Programs at a Glance

CFDA contains detailed program descriptions for **2,171** Federal assistance programs. The following chart shows the program distribution for the top five issuing agencies.

Agency	Program Count	Percentage
Department of Health and Human Services	432	20%
Department of the Interior	254	13%
Department of Agriculture	237	10%
Department of Education	150	7%
Department of Justice	125	6%

*Last updated November 6, 2011*

#### About CFDA

Catalog of Federal Domestic Assistance (CFDA) provides a full listing of all Federal programs available to State and local governments (including the District of Columbia); federally-recognized Indian tribal governments; Territories (and possessions) of the United States; domestic public, quasi-public, and private profit and nonprofit

#### Find Programs

Search now! You do not need an account to search the catalog and view Federal assistance programs.

Keyword or Program Number

Select Assistance Type...

SEARCH

- ▶ [Advanced Search Form](#)
- ▶ [Find Programs by Number](#)
- ▶ [Find Programs by Agency](#)
- ▶ [Added Programs \(since last publication date\)](#)
- ▶ [Archived Programs \(since last publication date\)](#)

[Download CFDA 2010 Print Edition](#)

# Step 3: Apply at Grants.gov

The screenshot shows the Grants.gov website in a Windows Internet Explorer browser window. The browser's address bar shows the URL <http://grants.gov/>. The search bar contains the text "grants.gov". The browser's Favorites bar includes links to UNC Libraries, Mendeley, Save to Delicious, Suggested Sites, Get More Add-ons, and RefGrab-It. The Grants.gov website header features the logo and navigation links for Search, Contact Us, Site Map, RSS, and Home. A red alert box on the left states: "Alert: Beginning August 9, 2011, Grants.gov will reject applications if applicant CCR registration is expired. View the Grants.gov Blog for more details." Below the alert is a red sidebar menu with links for Applicant Login, Find Grant Opportunities, Get Registered, Apply for Grants, Track My Application, Applicant Resources, and Search, FAQs, Userguides and site information. The main content area has the heading "Find. Apply. Succeed." and text explaining that Grants.gov is the source for finding and applying for federal grants. A "RECOVERY.GOV" section highlights grant opportunities related to the American Recovery and Reinvestment Act. A blue sidebar on the right contains a newsletter sign-up, quick links, latest news, and lists of links for applicants and grantors. A "What's New at Grants.gov" section at the bottom features a link to a July 2011 webcast on grant fraud.

# Grantwriting tips

- Read the RFP thoroughly to make sure your project is appropriate for the funding
- Follow the suggested RFP outline if there is one
- Include maps and photos as appropriate
- Include letters of support from partner agencies, not from politicians

# Grantwriting tips

- Be specific with your work plan and timeline
- Cite measurable goals
- Focus on the results from this funding source and not the work of your program as a whole
- Don't say that you are underfunded



# Grantwriting tips

- If you are applying as a group, choose one agency as the lead agency. Pick either the agency with the most work or the agency with the best relationship with the funder.
- Apply on time

# Grantwriting tips

- Ask the funder any questions you have during the application process. If they can't answer you, they will tell you
- If you are funded, report your results thoroughly and on time
- If you are not funded, ask the funders why

# Grantwriting tips

- Seek help from your peers
- Look over the sample grant application
- Call us if you need advice

What are your own  
keys to success?

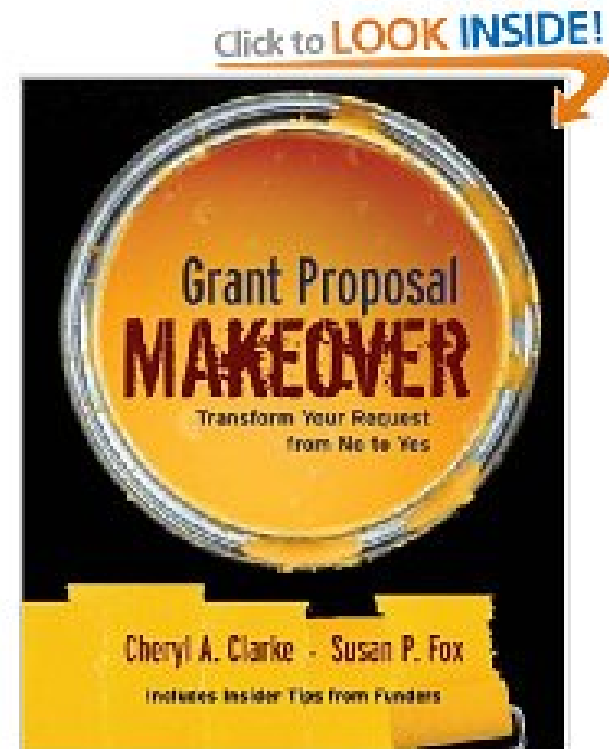
# Sample, Annotated Grants

- <http://www.efc.unc.edu/projects/wetlands/index.htm>

<b>Project title:</b>	<b>Developing a management and restoration strategy for the Manning Lake Wetland Complex</b>	<b>Comment [GB1]:</b> Throughout this document, note how the authors make information easy to see. Visual cues are important to readability, and this first page is very easy to see.
<b>Priority areas addressed:</b>	National: Priority A: Regulation (Enhancing wetland protection) Priority B: Wetland monitoring and assessment Regional: Priority B: Watershed focus	<b>Comment [GB2]:</b> Linking grant proposals to the funder's priorities is key. Note how this information is presented at the beginning of the document and explained in greater detail later.
<b>Applicant:</b>	Fort Peck Tribes Fish and Game Department Manning Lake Wetlands Tribal Wildlife Refuge Project	
<b>Key personnel:</b>	Jeanne Spaur Project coordinator/wildlife biologist Phone: 406-768-5305 Email: jeannespaur@yahoo.com	
<b>Geographic Location:</b>	HUC: 1006006 Watershed: Big Muddy	
<b>Project costs:</b>	Total: \$260,860.00 Requested: \$195,627.00	<b>Comment [GB3]:</b> Note the clarity of the financial requirements. Audiences can figure out exactly what is being requested.
<b>Abstract:</b>	The Fort Peck Tribes are working toward the protection, management, and restoration of the	

# Good Book on Grantwriting

- *Grant Proposal Makeover: Transform Your Request from No to Yes*
- By Cheryl A. Clarke & Susan Fox
- John Wiley & Sons, Inc.
- ISBN: 978-0-7879-8055-9



# Grantwriting 101

## Questions and Answers



Image Source: Utah DEQ

