

# 5 Tips for Grant Writing Strategies

by the Tech&Learning Grant Guru Gary Carnow

## Appendices

Be careful with the use of appendices. Some proposal writers try to use the appendix to place information that should have been included in the body of the proposal. The appendix should not be used to get around any page limitations stated in the RFP.

In general, the appendix might include: résumés of key personnel that will implement the grant; endorsements and letters of support; verifications; assurances; and diagrams or illustrations. It is not uncommon to supply documentation of your non-profit status. Some proposals will ask for a list of collaborating partners.

Do not put new information in the appendix. Your grant application must stand on its own. Any information in the appendix should further verify or back-up the text of your application.

## Grant Forms

The forms that are part of the RFP guidelines will often serve as an outline for your grant narrative. Most RFPs will also include a procedure for the application submission. These directions will guide you and help you plan ahead. Additionally, the RFP will describe formatting issues. Follow all directions carefully. Many applications have additional components, usually a set of forms and assurances. It is imperative that you read all of the directions (several times) so that you can get going on these additional pieces.

## Scoring Criteria, Rubrics and the Writing Process

Scoring criteria are often included in the grant request for proposals. The scoring criteria is often further described in a scoring rubric. The rubric may further break down the criteria and provide the grant readers a score range on which to judge this element.

Under each category in the rubric, a statement is provided as an example. This detailed rubric is both good and bad for the grant seeker. On the good side, the grant funder is telling you exactly what you need to do. What is bad is that you may be tempted to simply write the "Makes a Strong Case" statement without really describing what you plan to do. Be careful not to fall into this trap. For example, stating that the

# Education Grants 2010–2011 Deadlines

July 2010 Deadlines						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August 2010 Deadlines						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September 2010 Deadlines						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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26	27	28	29	30		

October 2010 Deadlines						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November 2010 Deadlines						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December 2010 Deadlines						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**1** The National High School Journalism Teacher of the Year Program, sponsored by Dow Jones Newspaper Fund Inc. [www.newsfund.org/uploads/2010DJNFToyform.pdf](http://www.newsfund.org/uploads/2010DJNFToyform.pdf)

### Ongoing

DonorsChoose.org connects teachers who have approved funding requests that meet eligibility requirements with willing donors. [www.donorschoose.org](http://www.donorschoose.org)

The Stuart Foundation's focus on education includes informed public policy, exemplary districts and systems of schools, dynamic leadership, excellent teaching and engaged youth. Grants are made to groups, not individuals. [www.stuartfoundation.org](http://www.stuartfoundation.org)

Beyond Words: The Dollar General School Library Relief Program, administered by the American Association of School Librarians (AASL), is sponsoring a school library disaster relief fund for public school libraries in the states served by Dollar General. [www.dollargeneral.com](http://www.dollargeneral.com)

**1** American Honda Foundation Grant <http://corporate.honda.com/america/>  
Toshiba Large Grants (Grades 6–12, more than \$5,000) [www.toshiba.com/taf/](http://www.toshiba.com/taf/)

### Ongoing

Toshiba America Foundation accepts Grade 6–12 applications for \$5,000 or less on a rolling basis. [www.toshiba.com/taf/](http://www.toshiba.com/taf/)

Digital Wish is dedicated to helping schools gain technology access across all subject areas with grants awarded every month. [www.digitalwish.com/dw/digitalwish/grant\\_awards](http://www.digitalwish.com/dw/digitalwish/grant_awards)

The Wells Fargo Foundation supports many k-12 initiatives in specific states the company serves. [www.wellsfargo.com/donations](http://www.wellsfargo.com/donations)

**15** Ezra Jack Keats Foundation Mini-Grants [www.ezra-jack-keats.org/](http://www.ezra-jack-keats.org/) (Click on Programs)

**30** Captain Planet Foundation Grants [www.captainplanetfdn.org](http://www.captainplanetfdn.org)

Northrop Grumman Corp. awards grants that address education-related initiatives that promote the advancement of science, technology, engineering and math on a national level. [www.northropgrumman.com](http://www.northropgrumman.com) (Click on Corporate Responsibility, then Corporate Citizenship)

### Ongoing

NSPIRES is the NASA Solicitation and Proposal Integrated Review and Evaluation System. <http://nspires.nasaprs.com>

Verizon Foundation Grants <http://foundation.verizon.com>

Do Something Grants for Community Building, Health and the Environment [www.dosomething.org/grants](http://www.dosomething.org/grants)

Intel Community Grants (awarded quarterly in geographies where Intel has a presence) [www.intel.com/community/grant.htm](http://www.intel.com/community/grant.htm)

**1** Toshiba Small Grants Program (for K–5) [www.toshiba.com/taf/](http://www.toshiba.com/taf/)

**15** Shell Science Teaching Award [www.nsta.org/about/awards.aspx](http://www.nsta.org/about/awards.aspx)  
NEA Foundation Sponsored Grants  
• Student Achievement Grants  
• Learning & Leadership Grants [www.nfie.org](http://www.nfie.org)

**16** Lowe's Toolbox for Education\* [www.toolboxforeducation.com](http://www.toolboxforeducation.com)  
Scholastic Library Publishing National Library Week Grant\* [www.ala.org](http://www.ala.org)

**1** American Honda Foundation Grant <http://corporate.honda.com/america/>  
The International Reading Association Ronald W. Mitchell Convention Travel Grant [www.reading.org](http://www.reading.org)

**10** The International Reading Association Regie Routman Teacher Recognition Grant\* [www.reading.org](http://www.reading.org)

**15** The International Reading Awards  
• Eleanor M. Johnson Elementary Teacher Award  
• IRA Award for Technology and Reading  
• Nila Banton Smith Award [www.reading.org](http://www.reading.org)

**20** Environmental Excellence Awards\* [www.seaworld.org](http://www.seaworld.org)

**30** NSTA Awards  
• Sylvia Shugrue Award for Elementary School Teachers  
• Robert H. Carleton Award for National Leadership in the Field of Science Education  
• Biotechnology Explorer Award  
• Maitland P. Simmons Memorial Award for New Teachers  
• Distinguished Teaching Awards  
• The Delta Education/Frey-Neo/CPO Science Awards for Excellence in Inquiry-based Science Teaching [www.nsta.org/about/awards.aspx](http://www.nsta.org/about/awards.aspx)

**1** • Pitsco/Hearlihy/FTE Grant  
• Greer/FTE Grant  
• Program Excellence Award, sponsored by ITEEA and NASSP  
• Teacher Excellence Award [www.iteea.org](http://www.iteea.org)

• World Book Information Literacy Goal Award  
• 3M Professional Development Grant [www.ala.org](http://www.ala.org)

Association for Library Service to Children (ALSC) Awards  
• BWI Summer Reading Program Grant  
• Penguin Young Readers Group Award  
• Maureen Hayes Author/Illustrator Award  
• Bookapalooza Program  
• Distinguished Service Award [www.ala.org](http://www.ala.org)

National Schools of Character Program, sponsored by the Character Education\* [www.character.org](http://www.character.org)

**15** The Charles A. and Anne Morrow Lindbergh Foundation Lindbergh Award [www.lindberghfoundation.org](http://www.lindberghfoundation.org)

**31** Captain Planet Foundation Grants [www.captainplanetfdn.org](http://www.captainplanetfdn.org)

\*2010 deadline. Please check Web site for 2011 deadline.



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*Continued...*

narrative describes a comprehensive action plan to share successful program implementation strategies and outcomes with stakeholders at the conclusion of the program does not tell the grant reader how you plan to do this. It does not say how parents, community members, and school districts will actually be able to share in the lessons learned.

## Grant Budget

The criteria for a budget might be scored on a three-point scale or a five-point scale. Here is an example of a three-point scale:

- 1 The proposal's budget is vague and/or inappropriate for the project.
- 2 The proposal provides a budget that is appropriate in type and amount, but is lacking sufficient detail.
- 3 The proposal provides a clearly articulated and itemized budget that is appropriate in both type and amount.

## Editing is Everything

A common saying among writers is that writing is rewriting. There is no good writing, only good rewriting. Great writers do this instinctively. The rest of us have to practice.

Planning ahead will give you the opportunity to rewrite. Wait two days to begin the editing process. Going at it with a clear mind will help you find what in your proposal works and what doesn't. As you begin to edit, remember that this is the time to cut, not add. Most of us are too wordy in our writing. Use this time to get to the heart of what you are trying to say. Avoid prepositional phrases, and keep the language simple. Clutter is really the enemy. Why use *assistance* instead of *help*? Or why not try *many* instead of *numerous* or use *do* instead of *implement*? Cutting and simplifying will give your writing an economy and a tone that is sharp and focused. Show no mercy.

After you have simplified, spell-checked, and generally cleaned up the final look, share the document with colleagues and ask for their insights and reactions. Particularly ask for their comments about clarity and content.

For more information from the Grant Guru, go to [www.techlearning.com](http://www.techlearning.com)

# Education Grants

## 2010–2011 Deadlines

January 2011 Deadlines								February 2011 Deadlines					March 2011 Deadlines					April 2011 Deadlines					May 2011 Deadlines							June 2011 Deadlines												
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2	3	4	5	6	7	8		6	7	8	9	10	11	12	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11
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30	31																																									

- 15** Olympus America/Tool Factory Podcasting Contest\*  
[www.toolfactory.com/olympus\\_contest/](http://www.toolfactory.com/olympus_contest/)  
The International Reading Association Teacher as Researcher Grants\*  
[www.reading.org](http://www.reading.org)

- 18** Toyota TAPESTRY Grants\*  
[www.nsta.org/pd/tapestry/](http://www.nsta.org/pd/tapestry/)

- 1** American Honda Foundation Grant  
<http://corporate.honda.com/america/>  
NEA Foundation Sponsored Grants  
• Student Achievement Grants  
• Learning & Leadership Grants  
[www.nfie.org](http://www.nfie.org)

- Toshiba Large Grants (Grades 6–12, more than \$5,000)  
[www.toshiba.com/taf/](http://www.toshiba.com/taf/)

- 2** Toshiba and the National Science Teachers Association's ExploraVision competition\*  
[www.exploravision.org](http://www.exploravision.org)

- 12** Lowe's Toolbox for Education\*  
[www.toolboxforeducation.com](http://www.toolboxforeducation.com)

- 17** Intel Schools of Distinction\*  
[www.intel.com/education/schoolsofdistinction](http://www.intel.com/education/schoolsofdistinction)

- 24** Toyota Family Literacy Teacher of the Year\*  
[www.familit.org](http://www.familit.org)

- 1** National Endowment for the Humanities' Summer Seminar & Institute Programs\*  
[www.neh.gov](http://www.neh.gov)

- 15** • ISTE Outstanding Young Educator Award\*  
• Kay L. Bitter Vision Award for Excellence in Technology-Based Pre-K-2 Education\*  
• Outstanding Teacher/Leader Awards\*  
• Sylvia Chorp Award for District Innovation in Technology\*  
[www.iste.org](http://www.iste.org)

- 31** ISTE Awards  
• Public Policy Advocate of the Year Award\*  
• SIG Media Specialist Technology Innovation Award\*  
[www.iste.org](http://www.iste.org)  
ISTE/SIGOL Online Learning Award\*  
[www.globalschoolnet.org](http://www.globalschoolnet.org)  
Captain Planet Foundation Grants  
[www.captainplanetfdn.org](http://www.captainplanetfdn.org)  
The Tech Awards program  
[www.techawards.org](http://www.techawards.org)

- 23** Lemelson-MIT Program's InvenTeam Grants\*  
<http://web.mit.edu/inventeams>

- 30** 30 Gloria Barron Prize for Young Heroes  
[www.barronprize.org](http://www.barronprize.org)  
ING Unsung Heroes Awards\*  
[www.ing.com/us/unsungheroes](http://www.ing.com/us/unsungheroes)

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[www.northropgrumman.com](http://www.northropgrumman.com) (Click on Corporate Responsibility, then Corporate Citizenship)

- 1** American Honda Foundation Grant  
<http://corporate.honda.com/america/>

- 3** Sanford N. McDonnell Award for Lifetime Achievement in Character Education\*  
[www.character.org](http://www.character.org)

- 15** Olympus America/Tool Factory Podcasting Contest\*  
[www.toolfactory.com/olympus\\_contest/](http://www.toolfactory.com/olympus_contest/)

- 21** Dollar General Grants  
• Back to School Literacy Grants\*  
• Youth Literacy Grants\*  
[www.dollargeneral.com](http://www.dollargeneral.com)

- 30** Target Local Store Grants  
[www.target.com](http://www.target.com) (Community link)

- 1** Parent Group of the Year Contest\*  
[www.ptoday.com/pgy](http://www.ptoday.com/pgy)

The International Reading Association Travel Grants for Educators  
[www.reading.org](http://www.reading.org)

NEA Foundation Sponsored Grants  
• Student Achievement Grants  
• Learning & Leadership Grants  
[www.nfie.org](http://www.nfie.org)

NWA's Sol Hirsch Education Fund Grants  
[www.nwas.org/grants/solhirsch.php](http://www.nwas.org/grants/solhirsch.php)

- 15** Gale/Library Media Connection TEAMS Award  
[www.galeschools.com/TEAMS](http://www.galeschools.com/TEAMS)  
Invent America! Student Contest  
[www.inventamerica.org](http://www.inventamerica.org)

- 30** Captain Planet Foundation Grants  
[www.captainplanetfdn.org](http://www.captainplanetfdn.org)

\*2010 deadline. Please check Web site for 2011 deadline.



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