

**COURSE SYLLABUS (REVISED 2)**  
**GRANTWRITING & FUND DEVELOPMENT RD 313 (3 credits)**  
**ROOM 221 NATURAL RESOURCES BUILDING**  
**FALL 2005**

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**COURSE DESCRIPTION:** Course will provide a theoretical and practical background in the areas of proposal writing, program and strategic planning, fund raising and principles of persuasion. Special emphasis will be given to topics of sociological and psychological techniques used to approach perspective grantors. In addition, aspects of fund development work in a nonprofit environment will be covered.

**REQUIRED TEXT:** Burke, J. & Prater, C. (2000) *I'll Grant You That*. Heinemann Publishers, Portsmouth, NH. Book may be purchased at the Student Bookstore on Grand River Avenue or at Ned's Bookstore on 135 East Grant River. It can also be ordered over the web directly from the publisher at 10% off with a four dollar shipping charge via UPS ground. Your book will be delivered within a week. If you order over the web **do not request priority shipping!!!**

**COURSE OBJECTIVES:** Objectives of the course:

- \* To obtain practical **GRANT WRITING** experience through the development of a 'fundable' community grant proposal in the range of \$500 - \$10,000 (or more) using information from the text, class lectures, MSU Library and the internet.
- \* To learn fundraising techniques.
- \* To acquire hands-on foundational skills in developing grant proposals.

**COURSE REQUIREMENTS:**

- Students will consult with a person(s) in developing a community grant proposal suitable for funding in a particular area. On September 9 community representatives will visit and describe topics that students can pursue for their proposal writing experience. The individuals listed below have been invited to present their topics on September 9. They will work with students on a first come first served basis.
  1. Ms. Jennifer Edsall, MSW. Catholic Social Services of Lansing/St. Vincent Home, Inc.
  2. Mr. Mark Nazario, Associate Director of Admissions, Michigan State University
  3. Mr. Paul McConaughy, C-Chair, Michigan Vital Aging Committee
  4. Dr. Robert Glandon, Director of Special Projects, Ingham County Health Department
  5. Mr. Ronald Landfair, Director, Black Catholic Ministries, Lansing, Michigan

6. Ms. Sandra Kowalk, Development Director, Boys and Girls Club of Lansing.
- **There will be three to four students assigned to develop a proposal unless there are situations that will require only two students or even one student to work on a proposal .** Students will be expected to confer with their community grant person on an agreed upon schedule either by phone, e-mail, in person or a combination of the three prior to mid-semester. This information will be used to develop a ten-minute preliminary oral report on October 14 for feedback. After the presentation a summary of accomplishments to date will be signed by all group members. Two copies of the final proposal are due after oral presentations on **November 18, December 2 and December 9**. The proposal will count 25% toward the final grade.
  - There will be a mid-term examination October 21. This will be a true/false multiple choice examination and will count 25% toward your final grade.
  - Students will be expected to present a twenty-minute oral grant proposal presentation on **November 18, December 2 and December 9**. . The oral presentation will count 25% toward your final grade. As stated previously, the proposal will be turned in after each group's oral presentation. It should be no more than ten pages (excluding appendices). Sample grant proposals can be found on the web and in your textbook. The instructor will distribute sample grants from last year's class. In order to ensure that your proposals are well conceived each group will meet individually with the instructor for twenty-five minutes on either October 28 or November 4. Students should come prepared with an outline of what they have accomplished to date. Although this will not be the final product it will be used as a guide to point you toward the development of your grant proposal. It is expected that students will spend time working on proposals during the time that the instructor will be meeting with fellow students to discuss proposals. Grant proposals will count 25% toward the final grade.
  - **NOTE: PLEASE HAND IN ONE COPY OF YOUR PROPOSAL TO THE INSTRUCTOR AND GIVE ONE COPY OF THE PROPOSAL TO THE COMMUNITY PERSON INVOLVED IN THE PROJECT**
  - The final examination will be administered during the week of December **12 - 16, 2005**. This essay examination will count 25% toward your final grade.
  - All students are expected to attend class. Class members will be expected to participate with focused, meaningful, and concise comments/questions. **Please note that one class missed is the equivalent of three classes.**

**WEIGHT OF ASSIGNMENTS**

Mid-term examination.....	25%
Written proposal.....	25%
Oral presentation.....	25%
Final examination.....	25%

**TOTAL.....100%**

**GRADING SCALE**

94 – 100.....	4.0
89 – 93.....	3.5
80 – 86.....	3.0
73 – 79.....	2.5
66 – 72.....	2.0
59 – 65.....	1.5
52 – 58.....	1.0
Below 52.....	0.0

**“IF YOU HAVE A DOCUMENTED DISABILITY  
AND WISH TO DISCUSS ACADEMIC  
ACCOMODATIONS, PLEASE CONTACT ME AS  
SOON AS POSSIBLE.”**

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**CLASS SCHEDULE**September 2

Introductory exercises

Distribute syllabus and sample proposals

Assignments ( You are responsible for reading the first thirteen chapters. Make sure you have read them before the mid-term examination. Be especially familiar with ‘**words to know**’ that are located at the beginning of the first thirteen chapters in your text.

September 9

Community leaders will present topics

Writing successful grant proposals

Functions of proposals

Assessing proposals

September 16

Writing successful grant proposals  
 Functions of proposals  
 Assessing proposals  
 Introduction to the proposal  
 Problem definition and need  
 Group (survival) exercise

September 23

Progress report 1 due – send by e-mail  
 Evaluation of the proposal  
 Budget and budget justification  
 Strategic Planning  
 Critique and report on sample proposals using SWOT analysis

September 30

Progress report 2 due – send by e-mail  
 Video on proposal topic – “Our Flowing Rivers.”  
 Group reports on “Our Flowing Rivers.”  
 Write group preliminary proposal and report findings to the class.

October 7

Progress report 3 due – send by e-mail  
 Second video on proposal topic – “Frankenmuth”  
 Group report on “Frankenmuth.”  
 The following topics will be discussed on persuading and influencing others:  
 ^ persuasion and reasoning  
 ^ credibility and authority  
 ^ psychology of persuasion  
 ^ social bases of persuasion  
 Class exercise involving the above.

October 14

Progress report 4 due – send by e-mail  
 Ten minute group oral reports on the status of your project. After the oral report turn in a summary to the instructor. Your summary, signed by all group members, will consist of the following:

- Who you are working with
- Where you are getting your information from
- What is your topic?
- What are the challenges you face?

Sign up for **October 28 & November 4** individual conferences. They will last approximately **20 minutes**.

Video on Paradigms or thinking outside of the box.

**Hand out study guide for the mid-term examination.**

October 21

Progress report 5 due – send by e-mail.

Mid-term true/false multiple choice examination that will cover material in textbook and in class lectures..

October 28 & November 4

Progress report 6 due- send by e-mail

Twenty- minute individual conferences with groups.

November 11

Progress report 7 due – send by e-mail. This is the last progress report.

Group logic exercise.

Cover ground rules for November 18, December 2 and December 9 oral presentations.

**Reminder: written proposals are due after each presentation**

November 18

Twenty minute grant proposal reports. Grant proposals must be turned in after oral presentations.

December 2

Twenty-minute oral reports. Grant proposals must be turned in after oral presentations.

December 9

Twenty-minute oral reports. Grant proposals must be turned in after oral presentations.

Discuss final examination study guide

**Date and time of final examination will be given.**

December 12-16

Final examination this week.

**FAILURE TO TURN IN THE GRANT PROPOSAL AFTER YOUR PRESENTATION WILL RESULT IN A TWENTY (20) POINT PENALTY FOR EACH INDIVIDUAL ON THE TEAM!!!**

*Below are suggested topics for your grant proposals.*

- American Stroke Association conference grant on preventing stroke
- “GREEN projects through the College of Agriculture and Natural Resources at MSU
- Department of Health & Human Services – funding an acute stroke registry
- Grants for:
  - + improving nutrition awareness in schools and the community
  - + sports programs

- + walking clubs
- + parent involvement with kids
- + improving academics
- + gifted/talented programs
- + weight watchers
- + horticulture/master gardner
- + music programs
- + developing community partnerships
- Volunteer recruitment, mobilization and training
- Marketing and public relations
- Computer literacy programs

## **WHERE TO FIND INFORMATION ABOUT FUNDING**

Often times many seekers make the mistake of going after the big or well known foundations without exploring other opportunities. Sometimes funds may be in your own 'backyard' so to speak. Below are some funding agencies you may want to contact for both solicited and unsolicited proposals.

Visiting the Foundation Center website is a must. This site has over 1,700 links to individual grant maker websites. Go to <http://fdncenter.org/funders> or call 800.424.9836. If you are interested in how minority communities have traditionally engaged in philanthropic efforts go to <http://www.cof.org/culturescaring/> or call 202.466.6512.

Those of you interested in fund-raising to supplement your grant should visit the following sites:

- Alliance for NonProfit Management – <http://www.allianceonline.org>
- American Society for Association Executives – <http://www.asaenet.org>
- CompassPoint Nonprofit Services – <http://www.compasspoint.org>
- Council on Foundations – <http://www.cof.org>
- Internet Nonprofit Center – <http://nonprofits.org>
- National Society of Fund-Raising Executives – <http://www.nsfre.org>
- Support Center for Nonprofit Management in New York – <http://www.supportctr.org>

### **Finding federal funding:**

- Catalog of Federal Domestic Assistance (CDFA) – <http://www.hhs.gov/grantsnet/roadmap/index.html>
- Federal register – [http://www.access.gpo.gov/su\\_docs/aces/aces140html](http://www.access.gpo.gov/su_docs/aces/aces140html)
- U.S. Department of Agriculture – <http://ocd.usda.gov/nofa.htm>
- GrantsNet – <http://www.hhs.gov/grantsnet/roadmap/index.html>
- Health Resources and Services Administration (HRSA) – <http://www.hrsa.gov/grants.htm>

- National Institutes of Health (NIH) – <http://grants.nih.gov/grants/guide/index.html>

**A few grant opportunities:**

- Sprint Foundation – 913.624.3343
- New York Life Foundation – <http://newyorklife.com/foundation>
- J.C. Penney Company – <http://www.jcpenney.net/company/commrel/index.htm>
- WHA Foundation – <http://wha.org>
- The Tides Foundation – <http://www.tides.org>
- Blue Cross Blue Shield of Michigan – <http://www.bcbsm.com/bluesfoundation/cap.shtml>
- United Growth for Kent County (mini-grants) [www.msue.edu/unitedgrowth](http://www.msue.edu/unitedgrowth)
- Consumers Energy
- Detroit Edison
- Wal-Mart Foundation

Don't forget to try the local United Way Agency, American Red Cross, American Heart Association, American Cancer Society and YMCA to name a few.

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