

## 5 Focus Areas for a Strong Grant Application

Non-profit organizations spend hours writing grant proposal after grant proposal. It's time-consuming but worth it...when you get funded. Below I share 5 focus areas to help write a strong grant request and get your project noticed.



Demonstrate what is unique about your organization and what makes your project different. There are thousands of non-profit organizations out there and many support the same causes, so it is up to you to show why your organization is the best to fulfill your mission and to carry out your project.



Be very clear about the intended outcomes of your work or project. When writing your grant be sure to focus on outcomes and impact (the why) of your project rather than the workplan (the how). It's hard for a funder to understand the impact your project will have without understanding why you chose to do it in the first place. Example. Focus on the how - We need \$20,000 for construction and renovations at our youth centre. Focus on the why - With \$20,000 we will stop at least 20 at-risk youth from dropping out of school and ensure they move to post-secondary education.



Communicate with funders and articulate how the project aligns with their interests. Reaching out to a prospective funder with questions can help you clarify how your project aligns, what their expectations are and, will help build stronger relationships long term. Bonus points go to applications that showcase how your project can make funders stand out as well. How will you recognize their contribution if your request is funded? Consider unique ways you can recognize them.

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Review and understand the supporting requirements of the grant. Ensure you have a budget ready and sources to support your expenses. Seek letters of support from collaborators and user groups who will be impacted. Request your organization documents from the right departments. Get these pieces in motion before you start writing the application. These details and how you present them are key to helping a funder understand your relationship with the community as well as the financial viability of both your project and organization.

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Acknowledge the impact of the pandemic. We are still living amidst a lot of uncertainty and it is up to the applicant to address the instability of the pandemic and give the funder confidence that you have planned for different outcomes and situations. Share how your organization has adjusted over the past two years.

Writing a strong, clear, and convincing grant request will get you to the front of the line, from there your project has to speak for itself. Present it well.



If you are looking for comprehensive grant writing services contact [info@vitreogroup.ca](mailto:info@vitreogroup.ca)