General Grant Writing Considerations

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Practical Tips

- **Read the RFP closely, address every aspect, and follow the guidelines.**

- **Understand what is most important to the granting agency.**

- **Reviewers may not have your level of expertise in the subject. Write accordingly.**

- **Address high priority issues and develop a compelling case.**

Common Proposal Criticisms

- **Insufficient justification**
  - Not addressing a high priority need
  - Already been done / being done
- **Another project already funded**
- **Unlikely to have an impact**
- **Vague, unfocused, confusing**
- **Lack of capacity to conduct project**
- **Question completion within timeframe**
- **Poor budget justification**

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Being responsible/accountable for the
actual adoption of practices and the
resulting farm level impacts.

"You can lead a horse to water, but you can't make them drink."

The "So what?" Question is <u>not</u> going away

We invested millions of $

So What?

Lots of miles driven, meetings held

So What?

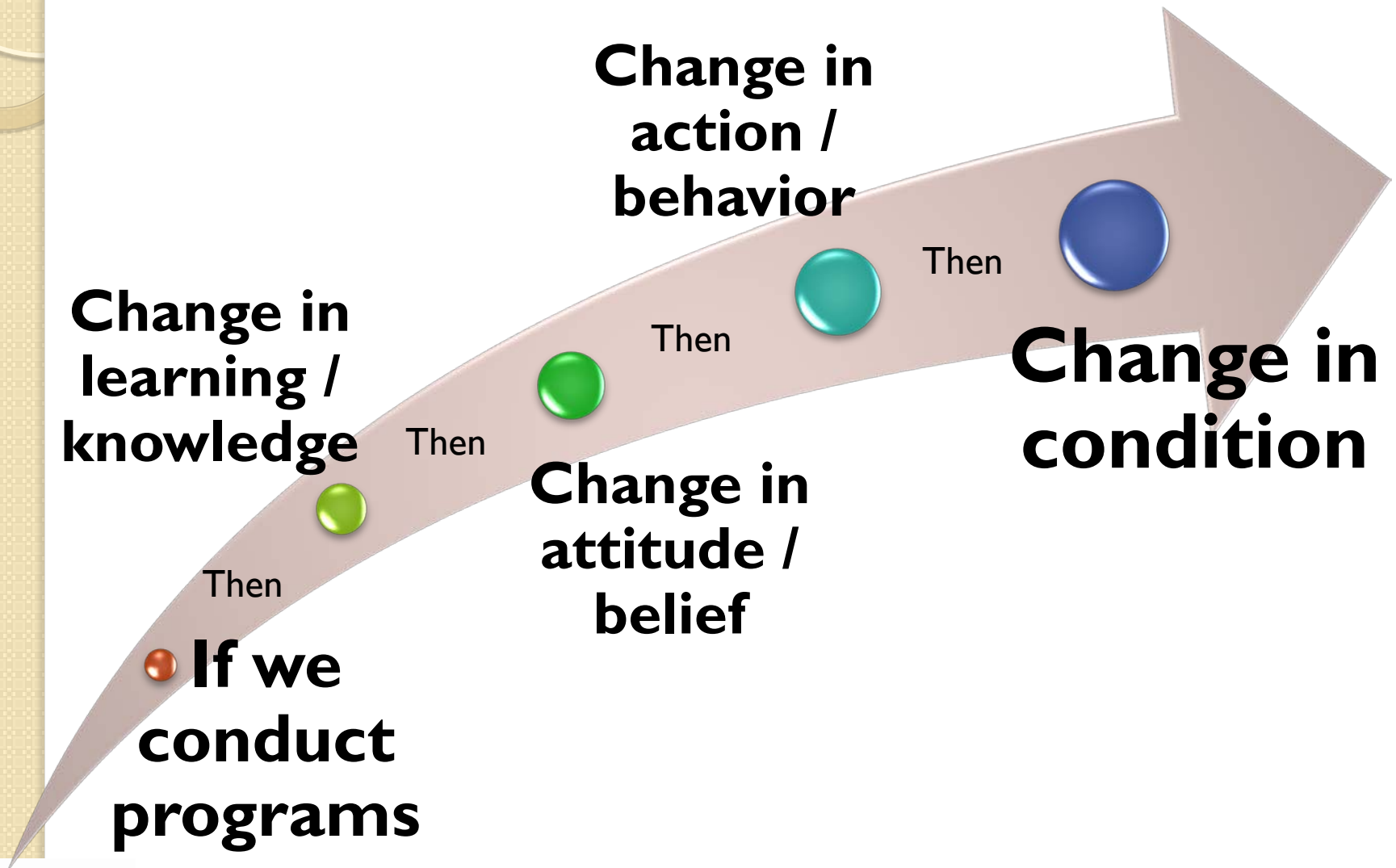1,000's of animals/acres represented

So What?

What's different, changed, improved as a result?

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We're All In This Together

- **Engage farmers as total partners**
- **If the project has value – then –**
  Together we must document that value

The "If – Then" Connection

Change in action / behavior

Then

Change in learning / knowledge

Then

Change in attitude / belief

Then

Change in condition

Then

If we conduct programs

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What Change to Document

Stating:

"Participants will use knowledge gained to …."

Is Not The Same As:

"Participants will …, as a result of knowledge gained."

Outcomes – Impacts

Short Term	Medium Term	Long Term
Learning	**Action**	**Condition**
Awareness	Behavior	Social
Knowledge	Practice	Economic
Attitudes	Decisions Made	Civic
Skills	Policies	Environmental
Opinions	Social Action	
Aspirations		
Motivations		

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Success Tracking

Going beyond making information and programs available

Getting people to change what they do

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