# GOALS

*Creating application goals that will get funded.*

# No Surprises!

Needs

Goals

Activities/Objectives

Budget

# What is a Goal?

- Broad statements about what you want to achieve.

- Goals should be measurable.

# Application Goals vs. Organization Goals

## APPLICATION GOALS

- Limited to the project being funded.

- Achievable during the funding period.

- Supported by the needs described in the application.

## ORGANIZATIONAL GOALS

- Goal for program overall.

- Usually created through a strategic planning process.

# Meh, Better, Best

- Children in foster care will have their needs met.

TOO BROAD

- Children served by our program will have their educational needs met.

BETTER, but still not completely sure what you are striving to do.

- Children served by our program who have identified special education needs will receive appropriate education services because of our advocacy.

BEST!  - What you want to accomplish is clear.

# Project Activities

**The actual activities that will be done to achieve the goal.**

*Activities should answer:*

- **What are you planning to do?**

- **Within what timeframe?**

- **How will you measure success?**

- **Who is responsible for ensuring the activity is completed?**

# S.M.A.R.T

**S**pecific *(who? what?)*

**M**easurable *(How much change is expected?)*

**A**chievable *(Can it be accomplished)*

**R**ealistic *(Proposes reasonable action steps)*

**T**ime-bound *(When will objective be met)*

# Measurable Outcomes

**The expected result of the activities.**

List the result expected, <u>not</u> that you will measure results.

*(Example, if the measurable outcome is related to an increase in clients served, the measurable outcome would be the actual increased number of clients served NOT that you will count the number of clients being served.)*

- Be Specific

- Include baseline – starting point data

- Include target outcome

# A+ Example

**Goal:** More children will be assigned to a trained mentor.

**Project Activities:**

- Increase number of volunteer orientation sessions from 3 to 6 with the 3 new sessions hosted in new locations in the community.

- Increase presence on social media by posting more frequently  (increase from once per week to 3 times per week) and connecting to other community groups by re-posting relevant content and tagging like-minded groups or groups with potential volunteers.

- Increase pre-service trainings from 2 per year to 4 during the funding period.

## Measurable Outcomes:

- Interested volunteer inquiries will increase by 20%, from 500 to 600.

- Volunteers who complete pre-service training will increase from 24 anticipated in fiscal year 2024 to 48 in fiscal year 2025.

# Final Thoughts

The most successful applications have goals/activities/measurable outcomes that:

- Flow logically from the needs expressed in the application.

- Are specific to the challenges faced by your program or the community served.

- Show that you understand the needs of the population you serve.

- Clearly express what you are going to do in plain terms.

- Don't assume success - have a plan to evaluate success.

- Show that you understand where your program is struggling and have a plan to address it.

# BUDGETS

*Creating grant budgets that will get funded.*

2024 Grants Workshop

# What should be included in an application budget?

# Project-Specific vs. General Operating Funds

**For Project-specific funding:** all costs should relate directly to the project. All other expenses are considered indirect costs.

**For General Operating Funding:** all costs relate to the operation of the organization. Unusual, one-time, or increased costs still need to be well justified.

# Math Matters



- **Be Transparent: Explain how you determined the amount requested.**

*Example:* $2,300 requested for training space

*Justification:* $25 per hour, 70 hours of pre-service training and 12 hours of in-service training anticipated.

- **Be Transparent: Include the full cost for each line item when the application requests it.**

When only a portion of costs are requested from the grant, explain the % of the cost the grant will support.

- **Be Accurate: Check your calculations.**

*Does the total requested amount listed elsewhere in the application match your budget total?*

# Words Matter, too!

**When naming line items . . .**

- **Be consistent.** Use the same terms on the budget that are used in the narrative.

- **Be accurate.** Make sure line items are in the proper categories and what is listed is what funds will actually be supporting.

- **Be specific.** The intended use of funds budgeted should be clear.

# Bad, Okay, Better, Best

| | Travel Category Line Items | Cost |
|---|---|---|
| Bad example: | Travel Costs | 1,475.00 |
| Okay example: | Staff Travel Costs | 1,475.00 |
| Better example: | Mileage<br>Travel for Training | 600.00<br>875.00 |
| Best example: | Staff Mileage<br>Staff Mileage for Local Training<br>Airfare for Conference (2 staff)<br>Ground Transport for Conference (2 staff) | 400.00<br>200.00<br>750.00<br>125.00 |

# No Surprises!

- All expenses should be explained in the narrative.

- Increases for returning grantees should be explained in the narrative.

- Surprise expenses that are not clearly justified or explained will not be funded.

# End Goal = Funding

Transparency + Consistency + Specificity + Accuracy = <u>Trust</u>