

## HOW TO GET A GRANT

Why are you seeking a grant?

Hello! I am Barbara Florish, the director of the Grantsmanship Center and at that of many webinar we shall look at the most important question that every grant proposal must answer: *WHY are you seeking a grant?*

There are eight sections in a grant proposal and what the Grantsmanship Center called the Problem Section and the problem description is most important. In this section that explains the WHY. It is the heart of the proposal and it is WHY your organization is seeking a grant support. Most of us in the field of the grant understand that the terms used are widely variable from funder to funder. And so what the Grantsmanship Center calls the Problem Description or the Problem Section some funders may call the Problem Statement, the description of need(s), needs assessment or Problem Analysis and maybe even some other terms I ever thought of. But whatever a funder calls it this section describes your organization's motivation for seeking support and that motivation could be something that is causing harm in your community, threatening harm or is just less than ideal or even an opportunity to be saved. Documentation is very important in this section. So, it must ... the section must answer **three questions** and it must describe and document each of the questions. **First:** *what is the situation in your community or service area that concerns you?* Not in the state, not in the world unless it happens to your service area? What does the problem, situation look like in your own community? **Next:** *why does it matter? What is the significance of this situation? Who / what is affected and how?* **And finally:** *Why is this happening? What is causing it?*

When you begin to think about the concern that is motivating your organization to write a proposal always focus on those who are affected by the situation. The WHY is not about your organization; it is not about what your organization wants to do. What your organization wants to do is a program, the method; where you want to do it; how you want to do it. What only matters what your reader understands why the situation is important... The WHY of your argument in the Problem Section is critical because it drives the rest of the logic in your argument for funding. For example, when you answer that first question describing and documenting the situation that concerns you, that is going to be directly related to what you will propose and program to outcome, that measurable changes that will result because that is what your organization will do.

And the third question: *Why is this happening? What is the cause?* will be directly related to the method that your organization will propose to the actual program you propose to implement. Well, as you begin planning a program, don't start with your organization's need for money or what your organization wants to do. The program always starts with a thorough examination of the WHY: *Why is this important? Why does it matter? What is causing it?*

Thanks! Stay tuned for many more webinars.