

5 Tips for Submitting a Competitive and Compelling Grant Proposal

Spring has sprung and grant season abounds!

JG Global Advisory helps organizations secure funds from international and philanthropic donors on environmental issues including: ending the illegal wildlife trade, reduction of deforestation, and advancement of climate change initiatives. Based on over 10 years of experience in this arena, we offer five tips to ensure your organization is submitting a competitive and compelling grant proposal.

1. Build Strategic Partnerships

Grants are now taking on multi-faceted issues that require a holistic approach and therefore a need to develop teams with different areas of expertise. Constructing strong, strategic partnerships with well-positioned stakeholders for project implementation is absolutely paramount for the development of a competitive grant. Further, being able to build upon previous relationships and plugging into existing networks will provide the needed reassurance to donors that they are supporting a well-pronounced organization and not duplicating or competing with existing efforts. Solidifying strategic teaming should take place well in advance of NOFO release.

2. Project Sustainability

Partnerships, cost-sharing, and long-term buy-in with communities in which you are operating gives donors a sense of comfort that they will not need to fund a project in perpetuity. All projects must eventually graduate, finalize, or be handed over to others to carry the mission forward. Project sustainability is crucial to garner the attention of investors and to secure funding for your project. If you can show the donor that the project has a long-term plan, with short-term gains on a sustainable trajectory, that will build buyer confidence with lasting positive impacts on the proposed project.

3. Clearly Articulate Your Impact

Donors need to know what's in it for them, and why they should invest in your organization. Therefore, it's critical to be able to tell a compelling story and clearly articulate the impact you will have on the outcomes. Often times, this leads to also identifying your differentiator or competitive edge against others and sets you apart from all of the others. You should have one unique purveyor to showcase and articulate your proven success that endured lasting impact on the community(ies).

4. Be SMART & Honest

It's important to benchmark expectations accurately with your donors. If you have a weakness in a certain area, acknowledge that weakness, but show a clear path on how you plan to overcome that limitation. Identifying organizational weaknesses and depicting the levers you have in place to overcome those weaknesses (or minimize those risks as donors see it) will put the donors at ease and enhance their willingness to invest in your organization or project. These values will set you apart from others who are just touting their strengths, seem short sighted, and don't have real resources for a successful implementation. Additionally, if your objectives are SMART (Specific, Measurable, Attainable, Realistic, and Time-sensitive), you relay to the grantors that you are able to execute effectively and efficiently no matter how challenging the mission may be.

5. Risk Mitigation Strategy

The current pandemic and its aftermath demonstrate the critical need for contingency planning. Plans change, political administrations turnover, security is dynamic, thus, a strong risk mitigation strategy in place is key. Ensuring a strong contingency plan not only saves potential revenue down the road, but also ensures your project timeline doesn't extend passed deadlines. By showcasing competency in contingency planning, you can ensure a smooth continuity of operations when the unforeseen happens. Crisis volatility can cause unstable footing, so regain that traction by ensuring your organization has a feasible, well planned risk mitigation strategy to fall back on when the unexpected happens.

JG Global Advisory has the proven experience, resources and tools to help your organization with strategic planning and teaming, proposal development, and contingency planning. Contact us today for your strategic needs at: info@jgglobaladvisory.com.