

SEM320W: Grant Writing & Funding

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

This course provides a background and template for the social entrepreneur to develop funding sources beyond the “GoFundMe” level of revenue development. Grant Writing involves particular protocols and begins with research of specific funding interests among corporations, institutions and the government. This course explores those avenues and the proper step by step approaches for each.

Course Outcomes

At the completion of this course, students should be able to:

1. Identify most appropriate funding sources
2. Employ the correct writing and formatting techniques
3. Create working fund/grant requests
4. Identify projects that are worthy of grant applications
5. Develop appropriate contact information in the funding/grant arena

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor’s contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.

- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required ebooks from library

Aubrey, S. B. (2013). Find grant funding now!: The five-step prosperity process for entrepreneurs and business. ProQuest Ebook Central. Retrieved from [ebook](#)

Browning, B. A. (2014). Grant writing for dummies. ProQuest Ebook Central. Retrieved from [ebook](#)

Bookstore Information

The bookstore is located in the left-hand navigation of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:
<https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1	The Project - achievable and fundable
Outcomes	<ul style="list-style-type: none"> • Explain the idea of a social enterprise • Assess examples of similar enterprises to discover successful ideas • Create an executive summary of a grant proposal
Readings	<p>Aubrey, S. B. (2013). Find grant funding now!: The five-step prosperity process for entrepreneurs and business. ProQuest Ebook Central. Retrieved from ebook Chp. 2</p> <p>Browning, B. A. (2014). Grant writing for dummies. ProQuest Ebook Central. Retrieved from ebook Chp. 3</p>
Lectures	Creating a Grant Proposal
Multimedia	Ford Foundation. (Sep 23, 2014). <i>How the Ford Foundation's Grant Making Works</i> [Video file]. Retrieved from https://youtu.be/JSz7TSPA4wQ
Discussion	<p>As Aubrey (2013) stated, “The entire process begins with you ...The process begins with an idea”. Please share with your classmates your idea for a social enterprise. Conduct some outside research to provide an example of a similar social enterprise that has been successful.</p> <p>Initial post due Thursday, 6:00 AM, Eastern Time. Discussion board closes Monday, 6:00 AM, Eastern Time.</p>
Assignments	<p>Individual Assignment</p> <p>Please prepare one-page executive summary of your grant proposal. This statement should clearly state who you are, why you are qualified to take on this project, what your project is, what social outcomes you want to achieve, how will you measure these outcomes and report your accomplishments, and lastly what grant amount do you need for your project.</p> <p>Due Monday at 6:00 AM Eastern time. This is a graded activity. Refer to the rubric to see how your work will be assessed.</p>
Week 2	Grant Funding Opportunities
Outcomes	<ul style="list-style-type: none"> • Evaluate different funding sources • Categorize public and private avenues for funding • Create a list of potential grants and funding sources
Readings	<p>Browning, B. A. (2014). Grant writing for dummies. ProQuest Ebook Central. Retrieved from ebook Chps. 4-8</p> <p>Bugg-Levine A, Kogut B, Kulatilaka N. (2012). A new approach to funding social enterprises: unbundling societal benefits and financial returns can dramatically increase investment. <i>Harvard Business Review</i>. 90 (1-2):118.</p>

	Accessed January 10, 2021. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=edsinc&AN=edsinc.A277515952&site=eds-live
Lectures	Finding Grants
Multimedia	Startup Clinics - Knowledge Base. (Jul 14, 2015). <i>How to get funding for your social business?</i> [Video file]. Retrieved from https://youtu.be/ugTkLBg8O9Y
Discussion	In the article by Bugg-Levine and Kogut (2012), they talk about broadening access to capital. Choose one of the mechanisms they suggested and relate how that might benefit your ability to raise the money you need for your social enterprise. Initial post due Thursday, 6:00 AM, Eastern Time. Discussion board closes Monday, 6:00 AM, Eastern Time.
Assignments	Individual Assignment Visit your state government's website for grants and the federal e-grant portal. In a short essay of 250 to 300 words, describe how these sites might be helpful to your funding search. What opportunities are available? Create a list of potential grants. What kinds of projects have they awarded grants to in the past? Due Monday at 6:00 AM Eastern time. This is a graded activity. Refer to the rubric to see how your work will be assessed.
Week 3	Selling your Grant Application
Outcomes	<ul style="list-style-type: none"> • Develop a compelling story to sell the grant application • Defend your proposal • Demonstrate how your proposal would stand out from others
Readings	Browning, B. A. (2014). Grant writing for dummies. ProQuest Ebook Central. Retrieved from ebook Chp. 11. Gorsevski, E. W. (2016). Writing Successful Grant Proposals. Brill Sense. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=e020mna&AN=1170086&site=eds-live&custid=s5792493 Chp. 3
Lectures	Tips for writing a persuasive grant proposal
Discussion	In your week 2 assignment, you searched for some potential funding sources. Given your reading and research this week, how will you make your grant application more appealing to the grant reviewer? How can you make your grant proposal stand out? Please provide specific examples supported by your research. Initial post due Thursday, 6:00 AM, Eastern Time. Discussion board closes Monday, 6:00 AM, Eastern Time.
Assignments	Individual Assignment Take the executive summary you wrote in week 1. Use the suggestions from your reading in Chapter 11 of Grant writing for dummies to revise your summary. Substitute

	<p>some of your words with those offered on page 135 and 136 to craft your story. Make your story emotionally compelling. Add some of the visionary words found on page 141 to make your measurable objectives more impactful.</p> <p>Due Monday at 6:00 AM Eastern time. This is a graded activity. Refer to the rubric to see how your work will be assessed.</p>
Week 4	Building a Strong Statement of Need
Outcomes	<ul style="list-style-type: none"> • Prepare the statement of need with strong storytelling and visuals • Create a message supported with facts • Assess whether your enterprise will address the need
Readings	<p>Browning, B. A. (2014). Grant writing for dummies. ProQuest Ebook Central. Retrieved from ebook Chp. 14.</p> <p>Fritz, J. (2019). How to Write a Needs Statement for Your Grant Proposal. <i>The Balance Small Business</i>. Retrieved from https://www.thebalancesmb.com/how-to-write-a-need-statement-for-your-grant-proposal-2501959</p>
Lectures	Crafting the Statement of Need
Multimedia	<p>National Science Foundation. (Jun 21, 2014). NSF's merit review process determines which research has the greatest potential [Video file]. Retrieved from https://youtu.be/WMoGdIFgy5o</p>
Discussion	<p>It is important to fill your statement of need with facts supported by your sources. Please share with your classmates the facts you will use to convince a grant reviewer that you should get the grant.</p> <p>Initial post due Thursday, 6:00 AM, Eastern Time. Discussion board closes Monday, 6:00 AM, Eastern Time.</p>
Assignments	<p>Individual Assignment</p> <p>Time to write your statement of need – a one-page single spaced paper. Your statement should answer the following questions:</p> <ol style="list-style-type: none"> 1. How and when did you identify the problem? 2. Do you have a thorough understanding of the problem at the local, regional, and national levels? 3. Do you cite statistics and research conducted by your organization and others that support the statement of need? Is this information current? <p>Make sure to follow the recommendations from Browning (2014), "Write each paragraph in your statement of need so that it builds on the paragraph before it. Making your ideas connect and flow is important because each new paragraph is a step forward. Each new paragraph adds excitement and urgency." (p. 176)</p> <p>Due Monday at 6:00 AM Eastern time. This is a graded activity. Refer to the rubric to see how your work will be assessed.</p>

Week 5	Outcome Objectives
Outcomes	<ul style="list-style-type: none"> • Assemble SMART strategies to devise project outcomes • Analyze the goals of a social enterprise • Assess measurement tools for social enterprises
Readings	<p>Browning, B. A. (2014). Grant writing for dummies. ProQuest Ebook Central. Retrieved from ebook. Chp 15</p> <p>Aubrey, S. B. (2013). Find grant funding now!: The five-step prosperity process for entrepreneurs and business. ProQuest Ebook Central. Retrieved from ebook. Review chp. 2</p>
Lectures	Outcomes and benefits in measurable terms
Discussion	<p>Using outside research, please provide an example of another social enterprise. Discuss who the enterprise helps and the goals they are trying to reach. Do you think their goals are realistic?</p> <p>Initial post due Thursday, 6:00 AM, Eastern Time. Discussion board closes Monday, 6:00 AM, Eastern Time.</p>
Assignments	<p>Individual Assignment</p> <p>In a one-page paper discuss anticipated outcomes and benefits. How is the situation expected to change as a result of the grant program? Make sure to cover all of the SMART strategy points on p. 189 of Grant writing for dummies.</p> <p>Due Monday at 6:00 AM Eastern time. This is a graded activity. Refer to the rubric to see how your work will be assessed.</p>
Week 6	Implementation and evaluation plans
Outcomes	<ul style="list-style-type: none"> • Prepare a timeline to accomplish your objectives • Formulate an implementation plan • Determine what type of information and data will be evaluated
Readings	<p>Browning, B. A. (2014). Grant writing for dummies. ProQuest Ebook Central. Retrieved from ebook. p. 191 – 203, Chp 16</p> <p>Fritz, J. (2019). How to Write the Evaluation Section of Your Grant Proposal. <i>The Balance Small Business</i>. Retrieved from https://www.thebalancesmb.com/grant-proposal-evaluation-section-2501961</p>
Lectures	Implementation and evaluation plans
Discussion	<p>Please share your timeline for reaching different milestones in your project and who will be accountable for each activity. How will you evaluate these milestones? Offer suggestions to your classmates on their timelines and evaluation plans.</p> <p>Initial post due Thursday, 6:00 AM, Eastern Time. Discussion board closes Monday, 6:00 AM, Eastern Time.</p>

Assignments	<p>Individual Assignment</p> <p>In a two-page paper, describe the activities your enterprise will do to achieve the outcomes you discussed in week 5. What staffing will you need to complete each activity? What is your implementation plan?</p> <p>Due Monday at 6:00 AM Eastern time. This is a graded activity. Refer to the rubric to see how your work will be assessed.</p>
Week 7	Budget
Outcomes	<ul style="list-style-type: none"> • Assess budgetary needs • Create a budget • Explain what salaries are justified for the enterprise
Readings	Browning, B. A. (2014). Grant writing for dummies. ProQuest Ebook Central. Retrieved from ebook. Chp. 17
Lectures	Creating an accurate and ethical budget
Multimedia	Get Fully Funded. (Oct 8, 2018). Tips for getting grants for new and small nonprofits [Video file]. Retrieved from https://youtu.be/l8yQxfz-u3E
Discussion	<p>Do an internet search to look at salaries at different non-profits. Please share with your classmates what your search reveals. Will the salaries you discovered work in your budget?</p> <p>Initial post due Thursday, 6:00 AM, Eastern Time. Discussion board closes Monday, 6:00 AM, Eastern Time.</p>
Assignments	<p>Individual Assignment</p> <p>Following the recommendations in chapter 17 of Grant writing for dummies, create the budget for your enterprise.</p> <p>Initial post due Thursday, 6:00 AM, Eastern Time. Discussion board closes Monday, 6:00 AM, Eastern Time.</p>
Week 8	Letter of inquiry and the letter of request
Outcomes	<ul style="list-style-type: none"> • Write a letter of inquiry • Evaluate the strength and weakness in your proposal • Explore strategies to ask for money
Readings	<p>Fritz, J. (2018). How to Write a Letter of Inquiry to a Foundation. <i>The Balance Small Business</i>. Retrieved from https://www.thebalancesmb.com/how-to-write-a-letter-of-inquiry-loi-to-a-foundation-2501958</p> <p>Browning, B. A. (2014). Grant writing for dummies. ProQuest Ebook Central. Retrieved from ebook. Chp. 18</p>

Lectures	Building a solid application – the final checklist
Multimedia	TEDx Talks. (Jun 3, 2014). Fundraising 101: Rueben Mayes at TEDxWSU [Video file]. Retrieved from https://youtu.be/GsvSWkEHNDk
Discussion	After listing to Rueben Mayes in the TEDx Talk, are you ready to ask for a grant to fund your enterprise. Do a self-evaluation, what red flags do you see in your proposal? How do you intend to address these issues? Initial post due Thursday, 6:00 AM, Eastern Time. Discussion board closes Monday, 6:00 AM, Eastern Time.
Assignments	Individual Assignment Write a Letter of Inquiry to a potential funder. The letter should include your executive summary, what your enterprise intends to do, statement of need, and how the enterprise will meet that need. Due Thursday at 6:00 AM Eastern time. This is a graded activity. Refer to the rubric to see how your work will be assessed.

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	60%
Discussions	40%
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy
- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website:

<https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>