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Proposal for Grant Writing Services

I. SERVICES PROVIDED

Prolifca.org provides the following services, each of which is described in this document.

1. Grant Funding Prospect Research
2. Grant Proposal Development
3. RFP Analysis
4. Letter of Inquiry
5. Foundation Letter Proposal

1. Grant Funding Prospect Research

a. Grant funding source search:

- Review organization background documents, interview key personnel, observe programmatic activities (where appropriate).
- Identify concepts and key words of potential interest to funders.
- Conduct search of foundation and government databases utilizing keywords/concepts.

b. Prospect Report & Plan of Approach:

- List funding prospects in order of relevance, ranked by deadline dates, with recommendations for review by client.
- Client reviews foundation prospects with staff/board/volunteers, identifying personal relationships with foundation Officers and Directors and key decision-makers that increase likelihood of being funded.
- Work with client to create a plan of approach, deciding which foundations to target for a proposal and in what sequence.

2. Grant Proposal Development

Typical components of the Master Proposal include:

- Cover Letter, customized to funder
- Table of Contents
- Executive Summary
- Statement of Need
- Goals & Objectives
- Approach: Strategies / Methodology
- Management Plan
- Project Timeline
- Expected Outcomes / Benefits
- Evaluation Plan
- Plan for Sustainability
- Budget
- Organizational Description
- Supporting Documents

a. Background research:

- Establish the internal grants team and a timeline for the proposal development process, identifying target dates, deliverables, and responsible parties.
- Interview key staff, observe programs, and gather statistical data and other background materials needed to articulate the Needs Assessment and the program Approach in quantitative and qualitative terms.
- If needed, perform a literature review to supplement client's existing research and select the most relevant best practices to explain the rationale for the program/intervention.
- Work closely with client to ensure that message is being conveyed accurately and to the client's best advantage.

b. Measurement Planning

- Advise client on developing a performance measurement plan to satisfy granting agencies' requirement of outcomes measurement.
- Coordinate Evaluation Plan section of document with professional evaluation firm, if/when required by funder or requested by client.
- Prolifca.org maintains a referral relationship with experienced evaluators who are equipped with the expertise and data management capabilities for statistically significant, meaningful and customer-friendly program evaluation.

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c. Grant Proposal Preparation

- Write the proposal document, including editing, formatting, and creation of charts and tables for maximum visual impact and ease of readability.
- Format the proposal to meet grantor's requirements, to earn maximum number of evaluation points.
- Provide client with draft of proposal for approval prior to submission in time to meet deadline.
- Revise draft document with input from client to create final proposal in electronic format.
- Client prints final document, signs forms and cover letters, makes copies and is responsible for mailing the proposal package to funder.

3. RFP Analysis

- Review Request for Proposal (RFP) from private or public funding source.
- Identify key criteria required by funder and scoring system used by grant reviewers.
- Advise client on whether the funding opportunity is a fit for the organization.
- Attending bidder's conference on behalf of client to receive technical assistance from funder.

4. Letter of Inquiry

- Write a Letter of Inquiry, if required by the funding source, in order to determine the funder's interest in receiving a full grant proposal.

5. Foundation Letter Proposal

- Write a Letter Proposal, or synopsis of program to be funded, if required by the funding source. The Letter Proposal is a brief, 3 – 5 page document.
- The Letter Proposal can only be written after a master proposal has been developed by prolifca.org, as it is a summary of a well-planned grant project.

II. FEE SCHEDULE

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| 1. Grant Funding Prospect Research | \$900 |
| 2. Grant Proposal Development
Flat Fee-Per-Project with Performance Bonus (Maximum Cap) | Call* |

*An exact quote will be provided per project, based upon complexity of the funding source's application requirements.

- If a project exceeds the time budgeted, client will not be charged more than the quoted project fee.
- This arrangement minimizes risk by protecting the client from an open-ended engagement and places the burden for efficiency on prolifica.org
- A 33% Performance Bonus provides incentive for a successful grant award so that prolifica.org is vested as a partner in the grant proposal's outcome.

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| 3. RFP Analysis | \$600 |
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- RFP Analysis fee will be applied toward the cost of grant proposal development if client engages prolifica.org to proceed with the application.
- If required to attend bidders' conference, travel costs are additional.

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| 4. Letter of Inquiry | \$150 |
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| 5. Foundation Letter Proposal | \$300 |
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| 6. Additional Proposals | \$100 |
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- The base fee for development of the private and corporate foundation master proposal includes customization for up to five (5) funders.
- Additional proposals beyond the first five will be customized at the above rate.

III. PAYMENT TERMS

1. Payment for services is due upon receipt of invoice.
2. Services begin after a contract has been signed and payment for services has been received by prolifica.org.
3. Fees for Funding Prospect Research and RFP Analysis are payable upon engagement.
4. Proposal Development Fees are payable at a schedule of:
 - **50%** upon engagement
 - **25%** upon delivery of acceptable rough draft
 - **25%** upon completion of final grant submission.
5. Performance Bonuses are payable upon notification of grant award, which is usually prior to receipt of grant funds.
6. Prolifica.org does not work on contingency or commission, as explained in pages 7-8 of this document.

IV. ILLUSTRATION OF FLAT FEE-PER-PROJECT COST

Grant Funding Prospect Research:	\$ 900
Private Foundation Master Grant Proposal	\$ 2,250
	SUBTOTAL \$ 3,150
*Performance Bonus	\$ 750
	TOTAL COST \$ 3,900

The above estimate of \$2,250 is for the creation and submission of **one (1) project proposal to up to five (5) different private foundations**, provided that the same basic proposal can be submitted with only minor formatting changes.

*The Performance Bonus of \$750 is payable upon notification of a successful grant award.

Submission of the same proposal to additional agencies, beyond the first five is:

\$100.00 Each

The Grant Funding Search is a one-time only cost.

The prices quoted above are a **not-to-exceed project fee**. The Performance Bonus is calculated at 33% of the Base Fee, resulting in a net cost of \$100 per hour for a winning grant proposal.

There is no guarantee that a proposal will be funded, so the base fee is not contingent upon a successful grant award.

I do, however, **guarantee the client's satisfaction** with the product of our work or your money back!

Thank You,

Larry Crane

Larry Crane, MBA, MSHA
prolifca.org



WHAT ABOUT GRANT WRITING ON COMMISSION?

One of the arguments in favor of grant writing on a percentage basis is that “giving the grant writer a percentage of the funds received just makes good business sense.” People work longer and harder and produce higher quality results if they receive recognition and reward for their work. Without this reward, the success, drive and motivation of the grant writer is diminished.

ETHICAL CHALLENGES

Several professional fundraising associations have a policy against charging for fund raising based upon a percentage of funds received:

ASSOCIATION	CODE OF ETHICS
<p>The Association of Fundraising Professionals</p> <p>www.afpnet.org</p>	<p>Members shall take care that contributions are used in accordance with donors' intentions. Members shall not accept compensation that is based on a percentage of contributions.</p> <p>Members may accept performance-based compensation, such as bonuses, provided such bonuses are in accord with prevailing practices within the members' own organizations, and are not based on a percentage of contributions.</p> <p>Individuals serving a charity for compensation must accept the principle that charitable purpose, not self-gain, is paramount. If this principle is violated (1) the charitable mission can become secondary to self-gain; (2) donor trust can be unalterably damaged; and (3) there is an incentive for self dealing to prevail over donors' best interests.</p>
<p>American Association of Grant Professionals*</p> <p>www.grantprofessionals.org</p>	<p>Members shall work for a salary or fee. Members may accept performance-based compensation, such as bonuses, provided that such bonuses are in accord with the practices of their organization.</p>
<p>National Grant Writers Association*</p> <p>www.grantexperts.com</p>	<p>Unless the funding source approves the arrangement, it is a violation of donor intent to pay grant writing fees from the grant award.</p>

*Larry Crane is a member of the American Association of Grant Professionals and is Certified as a Grants Specialist by the National Grant Writers Association.

THE LOGIC BEHIND THE POLICY

Grant funding is intended to pay for the itemized program expenses listed in the proposal, not for expenses that were incurred in the past, including the cost to have the proposal written. Paying commissions out of a grant award violates this principle of "Donor Intent". Neither donors, nor the IRS, look kindly on commissions paid from donors gifts.

COMBINATION APPROACH

Performance based compensation is achieved through a combination approach that is based upon either an Hourly Rate or Flat Fee for the time invested in proposal development and writing, plus incentives for successful grant awards.

Types of Incentives:

1. Bonuses for successful grant awards or for reaching identified dollar targets.
2. Inclusion of the grant writer in the program evaluation.

When Program Evaluation is a necessary component of the grant program, and especially when it is required by the grant source, having the original grant writer provide the evaluation services justifies the incentive funding, since the grant writer is earning the incentive through evaluation activities. This arrangement often results in more successful program design and implementation. For Program Evaluation, most government agencies state that 10% - 15% of the grant total is acceptable.

OUR POLICY

prolifca.org's policy is to maintain the highest ethical standards by honoring the code established and accepted by the professional fundraising associations. Grant writing services will not be provided based on a commission or percentage of the funding award. Compensation is on a Flat Fee or Hourly Rate basis, with incentives for performance as appropriate, described in the Combination Approach above.

BENEFITS

The benefits of prolifca.org's compensation policy are that it:

- Protects clients from the conflict of interest that can arise when a commission-based grant writer pursues funding that pays off in the short-term but is not in the long-term best interests of the organization.
- Protects clients from even the appearance of "fraud" or "abuse" of charitable funds.
- Preserves the clients' reputation and relationship with donors who intend for their gift to go to the designated cause.
- Screens organizations that are not yet ready for grant funding. Funders are interested in supporting strong, healthy organizations – not in trying to help organizations that have to resort to "commission-based" activities. If an organization does not have the ability to pay for development services out of general operating funds, chances are that it has not yet established financial support from their board and their local community, or established a track record that potential funders look for to determine if an organization is capable of managing money they might give. The prolifca.org compensation policy encourages organizations to develop other types of fundraising to build their financial capabilities before seeking grants.