



**LOCAL  
VOICES  
MAKING  
LOCAL  
CHOICES**



## **Chris Holley**

Director, Member Services and Training  
Florida League of Cities



## **Annie Wood**

Member Services Coordinator  
Florida League of Cities





**Mindy Collier**

Grants Coordinator,  
Florida League of Cities



**Kristi More**

Managing Partner of Grants,  
The Ferguson Group



**Gabrielle Bronstein**

Grants Principal,  
The Ferguson Group



**Jay De La Rosa**

Grants Specialist,  
The Ferguson Group



# Review of Grant Readiness Webinar

## FLC December 10<sup>th</sup> Webinar



- Registrations (UEI, Grants.gov, etc.)
- Setting up Your “goto” file of information
- Internal Policies and Procedures for Grant Applications and Management
- EUNA Grants – Search Agents
- Review State, Regional, County, or City Plans
- Project Identification
- Next Steps –Grant Application Writing and Submission



Founded in 1982, **The Ferguson Group, LLC (TFG)** provides federal advocacy and grant services to 200+ entities in over 30 states, including cities, counties, special districts, and public and private agencies.

Since Fiscal Year 2022, TFG helped its clients secure **over \$297 million** in federally earmarked funding. Since 2015, TFG helped clients secure over **\$6 billion** in competitive funding.

For grant administration, TFG has a **100% compliance rate** with post award support of federal and non-federal funding.



# Grant Application: Grant Writing and Submission

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MARCH 11, 2026

# Agenda

What will we cover  
today?

- **The Application Process**
  - Getting Organized
  - Common Grant Forms
  - Grant Writing
  - Letters of Support
- **Tips & Takeaways**
- **How TFG Can Help**



# Get Organized

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READ, RE-READ, AND READ THE NOFO AGAIN!



# Get Organized

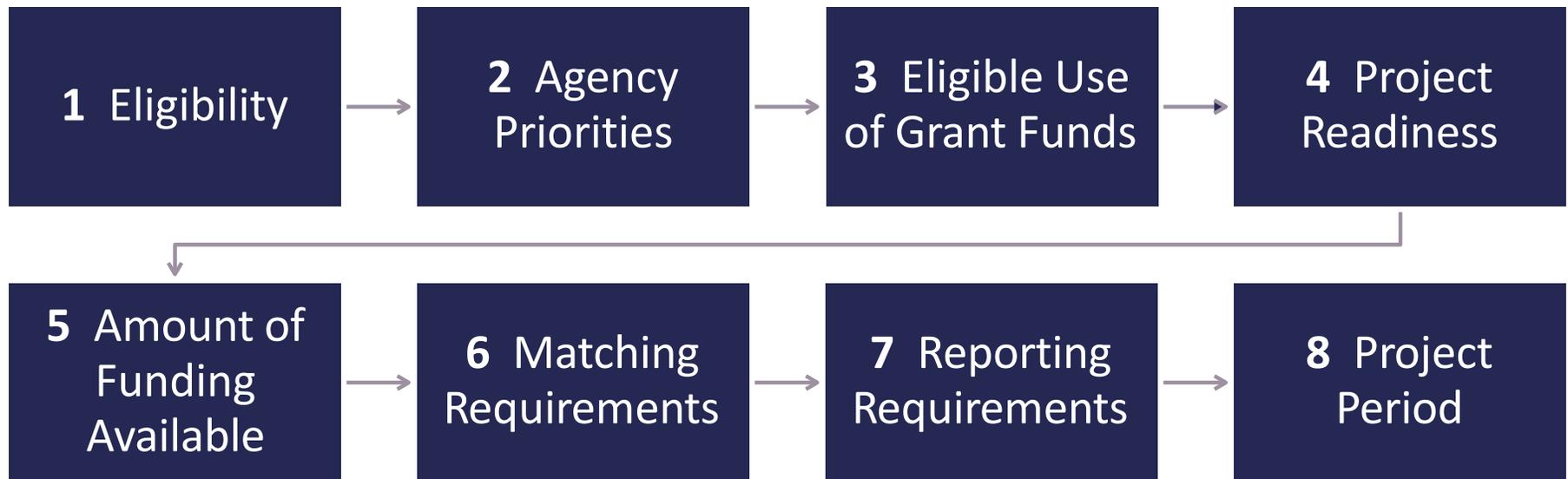
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## Check grant guidelines criteria

- Names of grant guidelines differ by program
  - NOFO – Notice of Funding Opportunity
  - NOFA – Notice of Funding Availability
  - RFA – Request for Applications
  - FOA – Funding Opportunity Announcement

# Dissect the Grant Solicitation/NOFO

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## Get Organized

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### Organize your application

- Create a skeleton outline
- Continue to cross-reference the NOFO for section specific directions
- Set up grants.gov or other workspaces
- Outline roles, responsibilities and assignments



*Look for specific page lengths, word counts, and font requirements.*

# Grant Writing

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THE FUN PART!



# Common Narrative Elements

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**1** Executive Summary



**2** Need or Problem Statement



**3** Project Description



**4** Project Timeline



**5** Goals, Objectives, Outputs, and Outcomes



**6** Organizational Capacity and Background



**7** Project Sustainability



**8** Budget

## Executive Summary

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*Complete this section last.*

### Summarize your project:

- What project addresses
- Target audience
- Goals and objectives
- Funding amount requested
- Match commitment (if any)
- Total project cost

## Need or Problem Statement

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What is the problem?

Who does it effect and why?

What has been done in the past and why is this not sufficient?

How does the solution and project relate to your mission statement?

# Need or Problem Statement

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*Site your sources and provide links to data or background if you can.*

## Provide evidence:

- Use comparative data and statistics where possible to help build your case.
- Provide easy to read graphs and tables to summarize data.
- Quantitative metrics are key.

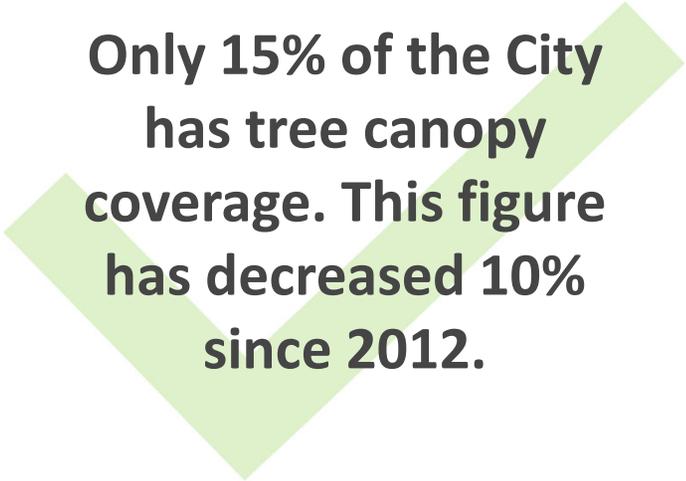


## Example: Problem Statement

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A large, semi-transparent red 'X' mark is centered behind the text in the left box.

**There is minimal tree canopy coverage in the City.**

A large, semi-transparent green checkmark is centered behind the text in the right box.

**Only 15% of the City has tree canopy coverage. This figure has decreased 10% since 2012.**

## SECTION – Grant Writing

Question: What if we don't have all the data available that we would want to include? Would providing anecdotal evidence suffice?

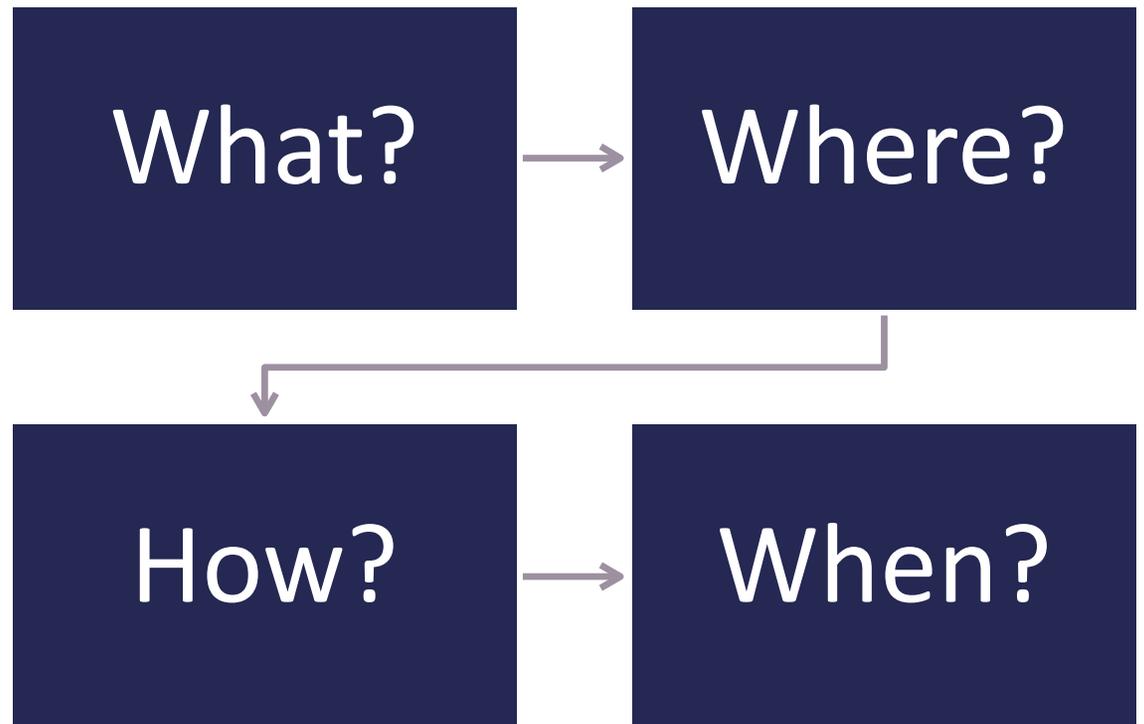
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## ✓ Project Description

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*Framing your project through easy-to-follow steps will help keep your project description consistent and concise throughout the narrative.*





# Goals, Objectives, Outputs, & Outcomes

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*Keep things narrow, quantifiable, precise, and timebound.*

- **Goals:** A general broad statement of what you wish to accomplish.
- **Objectives:** Represents a tangible step towards accomplishing your goal.
- **Outputs and Outcomes:** Examples of completed deliverables. Make sure to demonstrate short-term, mid-term, and/or long-term impacts through concrete Evaluation Methods.



## Example: Goals, Objectives, Outputs, & Outcomes

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- **Goal** – Maintain or improve water quality and watershed function
- **Objective** – Plant trees, saplings, and/or seedlings to enhance water quality over a 6-month period
- **Output** – Plant 250 trees throughout the community
- **Outcome** – Reduced surface runoff and increased water storage in soil



# Organizational Capacity and Background

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**Explain why your organization can implement this project:**

Organizational mission

Past experience

Financial capacity



**Reference specific staff:**

Include professional bios for specific staff involved in the project.

Where a position is vacant or being filled with grant funding, include a short description of required qualifications and process the organization will take to fill the position.

## SECTION – Grant Writing

Question: A big concern for a lot of communities is staff capacity to implement grants once awarded. How can communities best prepare for this when writing a grant?

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## Project Sustainability

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*Show them they won't be wasting their money on you.*

- State whether the project will terminate at the end of the project period or continue into the future.
- Demonstrate a commitment to the project in the long-term.
- Identify how the project will be funded and managed in the future.



# Budget

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*Budget narrative  
MUST match all  
forms.*

- Describe how each line-item cost was calculated and the purpose/use.
- Costs should be reasonable.
- Provide quotes, if available.
- Secure a match commitment letter.

# Common Grant Attachments and Forms

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THE ADMINISTRATIVE PORTION OF THE APPLICATION



# Common Grant Application Attachments

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## **Organizational Attachments:**

Key Personnel Resumes

Organizational Certification

Match Commitment Letter

Support/Commitment Letters



## **Project Specific Attachments:**

Project Site Maps

Environmental and Engineering Documentation

Public Participation Documentation

Agency Specific Forms

# Common Federal Forms

- SF424 (Application for Federal Assistance)
- SF424A (Non-Construction Budget)
- SF242B (Non-Construction Assurances)
- SF424C (Construction Budget)
- SF424 D (Construction Assurances)
- SFLLL (Disclosure of Lobbying activities)

The screenshot displays the 'MANAGE WORKSPACE' page on the GRANTS.GOV website. The page is for a workspace titled 'DOT-RCP-FY22-01 - PKG00275202 Reconnecting Communities Pilot Discretionary Grant Program'. The workspace status is 'In Progress' and the application filing name is redacted. A yellow banner indicates 'Form successfully unlocked'. Below this, there are tabs for 'FORMS', 'VIEW APPLICATION', 'ATTACHMENTS', 'PARTICIPANTS', 'ACTIVITY', and 'DETAILS'. The 'FORMS' tab is active, showing a table of application package forms. The table includes columns for 'Include in Package', 'Form Name (Click to Edit)', 'Requirement', 'Form Status', 'Last Updated Date/Time', 'Locked By', and 'Actions'. The forms listed are: 'Application for Federal Assistance (SF-424) [V4.0]', 'Budget Information for Non-Construction Programs (SF-424A) [V1.0]', 'Assurances for Non-Construction Programs (SF-424B) [V1.1] READ-ONLY', 'Budget Information for Construction Programs (SF-424C) [V2.0]', 'Assurances for Construction Programs (SF-424D) [V1.1] READ-ONLY', and 'Disclosure of Lobbying Activities (SF-LLL) [V2.0]'. The 'Form Status' for SF-424 is 'In Progress', while others are '---'. The 'Actions' column for each form includes links for 'Lock', 'Download', 'Upload', 'Reuse', and 'Webform'.

Include in Package	Form Name (Click to Edit)	Requirement	Form Status	Last Updated Date/Time	Locked By	Actions
<input checked="" type="checkbox"/>	Application for Federal Assistance (SF-424) [V4.0]	Mandatory	In Progress	---	---	Lock   Download   Upload   Reuse   Webform
<input checked="" type="checkbox"/>	Budget Information for Non-Construction Programs (SF-424A) [V1.0]	Mandatory	---	---	---	Lock   Download   Upload   Reuse   Webform
<input checked="" type="checkbox"/>	Assurances for Non-Construction Programs (SF-424B) [V1.1] READ-ONLY	Mandatory	---	---	---	Lock   Download   Upload   Reuse   Webform
<input checked="" type="checkbox"/>	Budget Information for Construction Programs (SF-424C) [V2.0]	Mandatory	---	---	---	Lock   Download   Upload   Reuse   Webform
<input checked="" type="checkbox"/>	Assurances for Construction Programs (SF-424D) [V1.1] READ-ONLY	Mandatory	---	---	---	Lock   Download   Upload   Reuse   Webform
<input checked="" type="checkbox"/>	Disclosure of Lobbying Activities (SF-LLL) [V2.0]	Mandatory	---	---	---	Lock   Download   Upload   Reuse   Webform

# SF424 – Application for Federal Assistance

- Standard form required for use as a cover sheet for submission of pre-applications and applications and related information under discretionary programs.
- Requests basic information about the applicant and project specific information.

OMB Number: 4349-0020  
Expiration Date: 01/31/2023

View Burden Statement

### APPLICATION FOR FEDERAL ASSISTANCE SF-424 - MANDATORY

<b>1.a. Type of Submission:</b> <input checked="" type="checkbox"/> Application <input type="checkbox"/> Plan <input type="checkbox"/> Funding Request <input type="checkbox"/> Other Other (specify): <input style="width: 100%;" type="text"/>		<b>1.b. Frequency:</b> <input checked="" type="checkbox"/> Annual <input type="checkbox"/> Quarterly <input type="checkbox"/> Other Other (specify): <input style="width: 100%;" type="text"/>		<b>1.d. Version:</b> <input checked="" type="checkbox"/> Initial <input type="checkbox"/> Resubmission <input type="checkbox"/> Revision <input type="checkbox"/> Update	
		<b>2. Date Received:</b> <input style="width: 100%;" type="text"/>		<b>STATE USE ONLY:</b>	
		<b>3. Applicant Identifier:</b> <input style="width: 100%;" type="text"/>		<b>5. Date Received by State:</b> <input style="width: 100%;" type="text"/>	
		<b>4a. Federal Entity Identifier:</b> <input style="width: 100%;" type="text"/>		<b>6. State Application Identifier:</b> <input style="width: 100%;" type="text"/>	
		<b>4b. Federal Award Identifier:</b> <input style="width: 100%;" type="text"/>			
<b>1.c. Consolidated Application/Plan/Funding Request?</b> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> <input style="width: 100px;" type="text" value="Explanation"/>					
<b>7. APPLICANT INFORMATION:</b>					
<b>a. Legal Name:</b> <input style="width: 100%;" type="text"/>					
<b>b. Employer/Taxpayer Identification Number (EIN/TIN):</b> <input style="width: 100%;" type="text"/>				<b>c. UEI:</b> <input style="width: 100%;" type="text"/>	
<b>d. Address:</b>					
<b>Street1:</b> <input style="width: 100%;" type="text"/>			<b>Street2:</b> <input style="width: 100%;" type="text"/>		
<b>City:</b> <input style="width: 100%;" type="text"/>			<b>County / Parish:</b> <input style="width: 100%;" type="text"/>		
<b>State:</b> <input style="width: 100%;" type="text"/>			<b>Province:</b> <input style="width: 100%;" type="text"/>		
<b>Country:</b> <input style="width: 100%;" type="text" value="USA: UNITED STATES"/>			<b>Zip / Postal Code:</b> <input style="width: 100%;" type="text"/>		
<b>e. Organizational Unit:</b>					
<b>Department Name:</b> <input style="width: 100%;" type="text"/>			<b>Division Name:</b> <input style="width: 100%;" type="text"/>		
<b>f. Name and contact information of person to be contacted on matters involving this submission:</b>					
<b>Prefix:</b> <input style="width: 100%;" type="text"/>		<b>First Name:</b> <input style="width: 100%;" type="text"/>		<b>Middle Name:</b> <input style="width: 100%;" type="text"/>	
<b>Last Name:</b> <input style="width: 100%;" type="text"/>				<b>Suffix:</b> <input style="width: 100%;" type="text"/>	
<b>Title:</b> <input style="width: 100%;" type="text"/>					
<b>Organizational Affiliation:</b> <input style="width: 100%;" type="text"/>					
<b>Telephone Number:</b> <input style="width: 100%;" type="text"/>			<b>Fax Number:</b> <input style="width: 100%;" type="text"/>		
<b>Email:</b> <input style="width: 100%;" type="text"/>					

## SF424 – Application for Federal Assistance

- **Executive Order 12372** requires federal agencies to allow state review of certain federal grant applications
- In Florida, the process is managed through the **Florida Single Point of Contact (SPOC)**
- Verify in the NOFO whether EO 12372 applies

\* 19. Is Application Subject to Review By State Under Executive Order 12372 Process?

- a. This application was made available to the State under the Executive Order 12372 Process for review on .
- b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- c. Program is not covered by E.O. 12372.

# SFLLL – Disclosure of Lobbying Activities

- Used by applicants to disclose lobbying activities that have been secured to influence the outcome of a Federal action.
- Intended to prevent the use of federal funds for lobbying, and to monitor the lobbying expenditures of federal funds recipients.

<b>DISCLOSURE OF LOBBYING ACTIVITIES</b>		
Complete this form to disclose lobbying activities pursuant to 31 U.S.C.1352		OMB Number: 4040-0013 Expiration Date: 02/28/2025
<b>Review Public Burden Disclosure Statement</b>		
<b>1. * Type of Federal Action:</b> <input type="checkbox"/> a. contract <input checked="" type="checkbox"/> b. grant <input type="checkbox"/> c. cooperative agreement <input type="checkbox"/> d. loan <input type="checkbox"/> e. loan guarantee <input type="checkbox"/> f. loan insurance	<b>2. * Status of Federal Action:</b> <input type="checkbox"/> a. bid/offer/application <input checked="" type="checkbox"/> b. initial award <input type="checkbox"/> c. post-award	<b>3. * Report Type:</b> <input checked="" type="checkbox"/> a. initial filing <input type="checkbox"/> b. material change
<b>4. * Name and Address of Reporting Entity:</b> <input checked="" type="checkbox"/> Prime <input type="checkbox"/> Sub-Awardee * Name: _____ * Street 1: _____ Street 2: _____ * City: _____ State: _____ Zip: _____ Congressional District, if known: _____		
<b>5. If Reporting Entity in No.4 is Subawardee, Enter Name and Address of Prime:</b>   		
<b>6. * Federal Department/Agency:</b> _____	<b>7. * Federal Program Name/Description:</b> _____ CFDA Number, if applicable: _____	
<b>8. Federal Action Number, if known:</b> _____	<b>9. Award Amount, if known:</b> \$ _____	
<b>10. a. Name and Address of Lobbying Registrant:</b> Prefix: _____ * First Name: _____ Middle Name: _____ * Last Name: _____ Suffix: _____ * Street 1: _____ Street 2: _____ * City: _____ State: _____ Zip: _____		
<b>b. Individual Performing Services (including address if different from No. 10a)</b> Prefix: _____ * First Name: _____ Middle Name: _____ * Last Name: _____ Suffix: _____ * Street 1: _____ Street 2: _____ * City: _____ State: _____ Zip: _____		
<b>11. Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when the transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to the Congress semi-annually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.</b> <b>* Signature:</b> _____ * Name: Prefix: _____ * First Name: _____ Middle Name: _____ * Last Name: _____ Suffix: _____ <b>Title:</b> _____ <b>Telephone No.:</b> _____ <b>Date:</b> _____		
<b>Federal Use Only:</b>		<small>Authorized for Local Reproduction Standard Form - LLL (Rev. 7-97)</small>



# SECTION – Common Attachments and Forms

Question: If we mess up a form, will it be a deal breaker for our application?

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# Application Support

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ADDING THAT EXTRA PUSH



# Develop Strategic Partnerships

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*Utilize websites, public meetings, and social media platforms.*

- Broad community support from invested stakeholders and partners will boost your applications appeal.
- Solicit support from partners early in the grant application process or even before the grant solicitation is released.
- Have partners commit to the project through letters of support or an MOU, if applicable.
- Involve project partners in other advocacy efforts.



# SECTION – Application Support

Question: Should we always strive to get as many letters of support as possible?

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## Meet with the Funding Agency

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Set meetings or calls with the funding agency to discuss your project.

Request feedback – the more the funding agency knows, the better.



*Put your project on their radar!*

# Secure Congressional Support for Federal Grants

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*Create an easy letter template describing your project.*

- Contact the congressional offices representing the district ***where the project will take place.***
- Inform congressional staffers of your project and request letters of support.

# Tips and Takeaways

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BRINGING IT ALL TOGETHER



## START EARLY & CREATE A TIMELINE

- **Identify** your priorities.
- **Start** collecting information and attachments before the solicitation opens.
- **Create** your workspace and download your forms as soon as the program opens.
- **Submit** before the deadline date to avoid platform technical issues.
- **Set** internal and partner deadlines
- **Designate** roles and responsibilities
- **Build** in contingency
- **Disseminate** to all involved parties

FOLLOW THE  
SOLICITATION  
&  
CONSISTENCY  
IS KEY

- **Create** a checklist of required items.
- **Check** platform forms against the NOFO.
- **Reach** out to the listed program contact.
- **Match** your forms and budget to your narrative.
- **Repetition** but not verbatim.
- **Second** set of eyes.

# DON'T GIVE UP

- **Get** a debrief.
- **Learn** how to improve your application for the next round.
- **Double up** on political and stakeholder support.

# How TFG Can Help

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YOUR GRANT RESOURCE



# Working with TFG

## Strategic Grant Research and Consulting Services

Grant Alerts and Tracking

Funding Hub and Grant Guides

Strategic Funding Plan

Funding Blueprint

## Grant Writing and Applications

Project Development and Readiness

Proposal Development

Grant Editing and Review

Project Advocacy

Grant Debriefs

## Grant Management and Compliance

Administration Management

Compliance and Reporting

Financial Reporting

NICRA Support



Questions?

# Contact Us

**Program questions:**

*grants@flcities.com*

**System support and grant research:**

*flcgrants@eunasolutions.com*

**One-on-one consultations:**

*Mindycollier.youcanbook.me*



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