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Review of Grant Readiness Webinar

FLC December 10th 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

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GRANTS

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

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**

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GRANTS

Get Organized

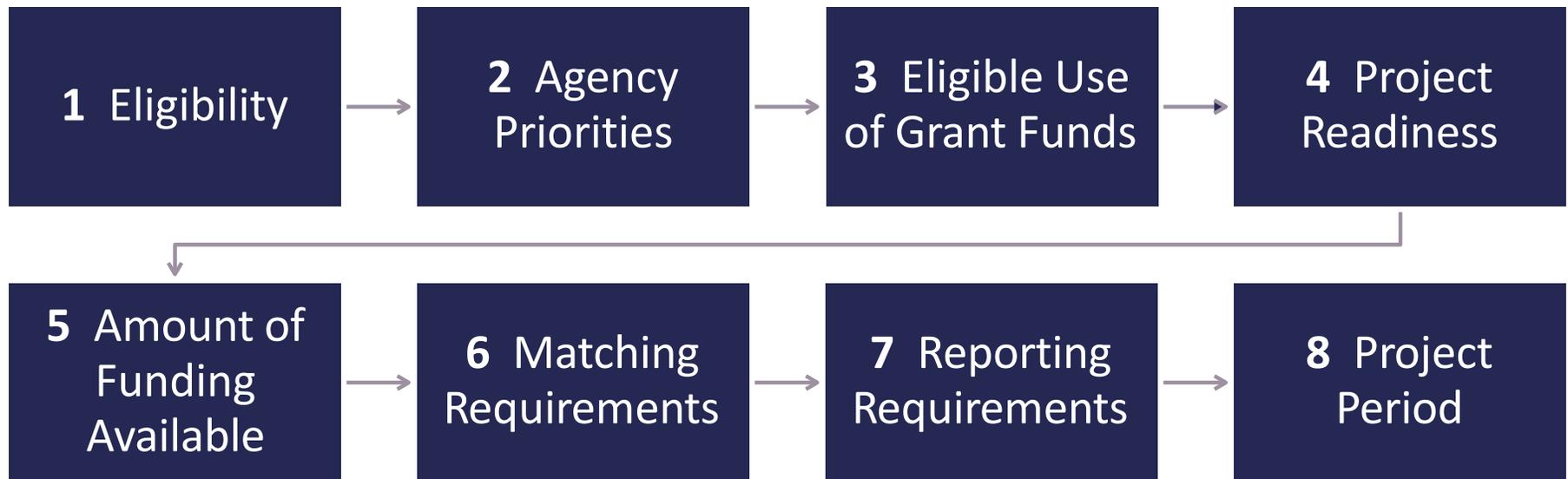READ, RE-READ, AND READ THE NOFO AGAIN!

Get Organized

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

1 Eligibility → **2** Agency Priorities → **3** Eligible Use of Grant Funds → **4** Project Readiness

5 Amount of Funding Available → **6** Matching Requirements → **7** Reporting Requirements → **8** Project Period

Get Organized

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

THE FUN PART!

Common Narrative Elements

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

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

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

Provide evidence:

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

- 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

There is minimal tree canopy coverage in the City.
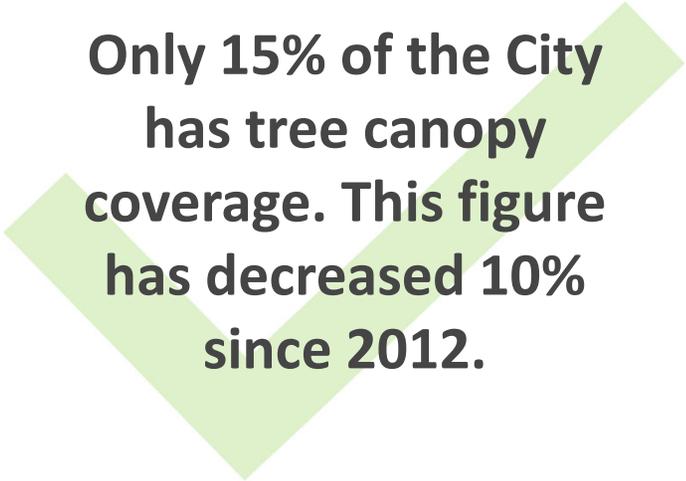
Only 15% of the City has tree canopy coverage. This figure has decreased 10% since 2012.

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?

✓ Project Description

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

What?	→	Where?
How?	→	When?

Project Timeline
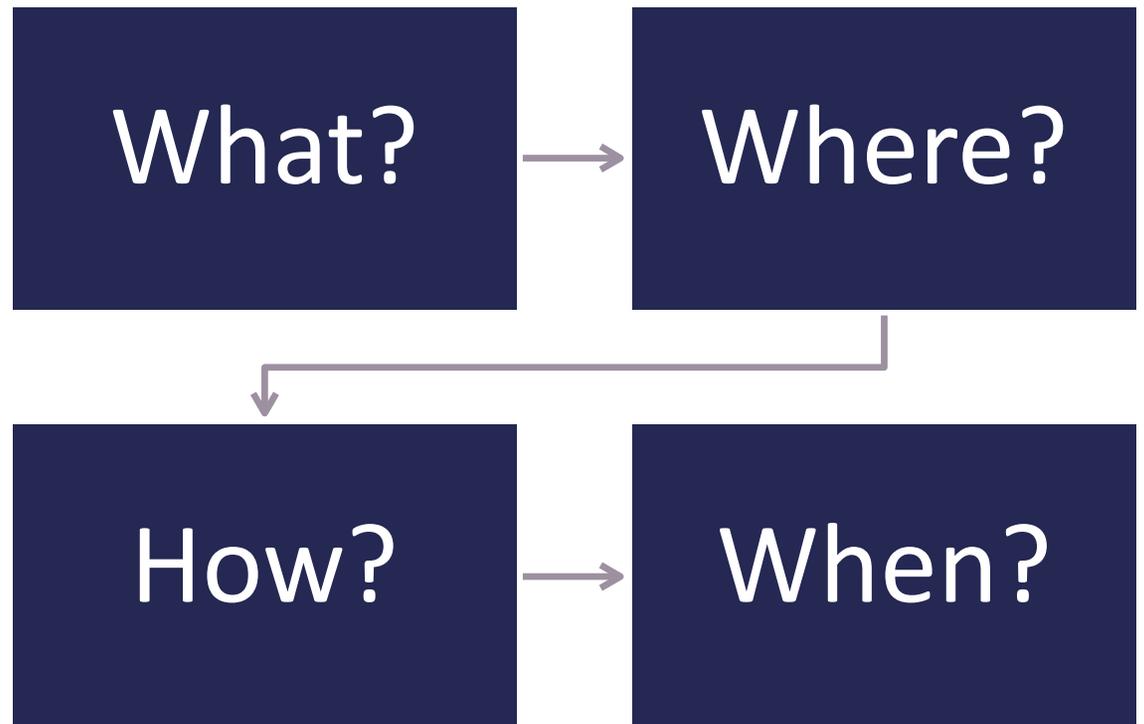
Goals, Objectives, Outputs, & Outcomes

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

- **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

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 the 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?

Project Sustainability

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

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

THE ADMINISTRATIVE PORTION OF THE APPLICATION

Common Grant Application Attachments

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)

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.

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.

SECTION – Common Attachments and Forms

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

Application Support

ADDING THAT EXTRA PUSH

Develop Strategic Partnerships

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?

Meet with the Funding Agency

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

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

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

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