Grant Writing Training - Welcome

Greetings!

Our team is excited to meet and work with you over the next 12+ months. Writing for Green (WFG) was established to help frontline environmental justice (EJ) organizations submit competitive grant applications, and win more grants, thus amplifying their impact. We are thrilled that you will be representing your organization in our comprehensive grant writing training over the next 5-6 weeks. During this training you will improve your skills, share your work and learn from others, and become part of a network you can leverage in the future. You will also be paired with an experienced grant writing coach to assist and guide you as you apply for grants throughout the year. We are grateful to the Environmental Defense Fund and the Frontline Resource Institute for sponsoring this training, and subsequent coaching service. The vision and collaborative efforts of these organizations, and particularly Dr. Margot Brown, has been instrumental in the development of Writing for Green.

In this resource manual, you will find our syllabus, a list of the services available to you while in this program, and details about training logistics. The training is designed to help participants develop/improve more than 40 discrete competencies essential to crafting a strong and well-articulated grant proposal (with emphasis on complex, federal applications). Our curriculum is based on an approach that we — WFG founders Aaron and Courtenay — have used over the past 10+ years to win more than $100 million in grant funding for our clients. The training is highly interactive and hands-on — you will be engaged and challenged through every layer of the process, and the unique perspective and experiences you bring to the table will contribute to the learning of others.

The training sessions will be held via Zoom. There are 16 sessions in total; in general, each will meet in the afternoon (ET) for 1.5-3 hours. Twelve of the sessions are 2 hours or less in length. Prior to the start of the training you will receive access to a Google calendar. If you use Google Calendar, simply add this calendar to your schedule. If you use another calendar app, you may be able to sync this calendar with your own using the Google settings, or you may need to add the dates/times manually (schedule is listed below). We will be using a learning management system (LMS) as the hub for all of our materials/resources (details below), and we will use Google Docs extensively throughout the training. If you are not familiar with Google Docs, no worries! We will provide a short tutorial via our LMS that you can review at your own pace and, if necessary, one of our trainers can schedule a time for a walk-through of how we will use this platform throughout the training. One final administrative note: We wanted to get this information to you as quickly as possible; however, we are still finalizing the LMS and the registration process. In a few days, we will send a link to initiate the registration process (which only takes 2-3 minutes).

Thank you for your interest in this initiative and for your commitment to this important work. Our team is committed to making this a fun, collaborative, and enriching experience for all.

Sincerely,

Aaron Rome & Courtenay Strickland, Founders

Available Services

Your organization will have access to the following suite of services over the next 12 months. Please note that while WFG can train up to 3 individuals from each organization, the timing is based on availability of space, and it is generally not possible (since we limit cohort-enrollment to 10 individuals, to maximize interaction) for multiple people from the same organization to participate in the same training. In instances when there is an open 'seat' (i.e., a regular attendee has a conflict and cannot attend a session), an additional person from an enrolled organization may be invited for that session. These 3 individuals *will* all be granted access to the learning management system (via writingforgreen.com, when they register through the registration link which we provide), where most training resources are stored.

Grant Writing Training & Coaching Package
12 months, most comprehensive, for a single CBO
- 35 hour comprehensive grant writing training for up to 3 people from a single organization (simultaneous training based on availability)
- Approximately 100 hours of 1-on-1 coaching/editing/writing with a highly-experienced and accomplished grant writing professional
- Bi-weekly subject matter trainings, on topics related to grant writing
- Bi-Weekly office hours/ peer-working sessions, for help in preparing grant applications
- Executive coaching from WFG founders (~ 1 hour/month)

Training Schedule (all times are Eastern Time)

[Click here to add this schedule to our Google Calendar](#)

note: this calendar is private, if you do not have access please send your email to arome@writingforgreen.com

Module	Session	Session Name	~ Time (min)	Topics/Session	Day/ Time
1. Introduction	1A	Course introduction	70	Session 1	April 17, 1-4pm
2. Be Persuasive!	2A	Elevator Pitch	90		
	2B	Telling the Story	90	Session 2	April 19, 1-3pm
3. Understanding the RFA	3A	The Big Picture	80	Session 3	April 21, 9am-12pm
	3B	Structuring the Narrative	80		
4. Crushing the Process	4A	Creating a Detailed Task List	55	Session 4	April 24, 1-3pm
	4B	Setting up Accounts	55		
	4C	Leading Your Team	75	Session 5	April 26, 1-2:30pm
5. Creating Great Content	5A	The Discovery Process & Writing Organizational History	125	Session 6	April 28, 1-3pm
	5B	Writing SMART Goals and Objectives	78	Session 7	May 1, 1-3pm
	5C	Writing with Authority	75	Session 8	May 5, 1-3pm
	5D	Slaying Ambiguity - Writing with Clarity and Logic	120	Session 9	May 8, 1-3pm
	5E	Describing the Work Plan & Methodology	90	Session 10	May 10, 1-2:30pm
6. Statement of Need	6A	What's the problem? Part 1 - Making the case for why your work	100	Session 11	May 12, 1-3pm
	6B	What's the problem? Part 2 - Backing up your assertions	90	Session 12	May 15, 1-2:30pm
7. Evaluation	7A	Creating a Logic Model	90	Session 13	May 17, 1-4pm
	7B	Creating a Strong Evaluation Plan	90		
8. Budgets	8A	Budgets Made Easy! Part 1	100	Session 14	May 18, 12:30-4pm
	8B	Budgets Made Easy! Part 2 (Budget Narrative)	120		
9. Relationship Building	9A	Relationship-Building for Foundation Fundraising	55	Session 15	May 22, 1-3:30pm
	9B	Writing the LOI	90		
10. Prospecting	10A	Matchmaking 101 - Finding the best funding opportunities	75	Session 16	May 22, 1-3:30pm
11. Optional	11A	(optional) Tricks of the Trade	75		
	11B	(optional) Google Docs - An In-Depth Tutorial	60		
	11C	(optional) Using the Grants.gov Workspace (incl. SF-424)	60		
	11D	(optional) Get an A+ on Your Grant Report (grant management & reporting)	100		

Course Expectations

We have high expectations of ourselves, and of our participants.

We will…
- Challenge you
- Provide constructive feedback
- Engage you and encourage your active participation
- Establish and maintain an environment that is conducive to learning and personal growth
- Leverage your assets/ experience
- Respect your time - ***all sessions will start and end on time***
- Continually improve our approach
- Deliver high-quality content
- Build upon your skills, competencies, and experience

We expect you to…
- Come to each session ready to learn, and to participate
- Respect the time of other students and trainers
- Provide direct and respectful feedback to trainers and other students
- Utilize the learning management system during sessions
- Keep your video camera turned on when possible

Zoom & Screen Management

All sessions will be conducted live, via Zoom. Please take into account these considerations/ best practices. We recommend the following:
- Using a large screen (or multiple screens) if possible
- Arranging your screens/ windows prior to the start of the session (e.g., one for Zoom, one for supplemental materials)
- Avoiding participating via phone (unless this is the only option)
- Familiarizing yourself with the location of key Zoom features (mute, chat, reactions, share screen, etc.)

Registration

There is a simple 2-step process to register and signup for the course. First, please visit http://writingforgreen.com/register/. This is where you will set-up your username and pw. Next, go to https://writingforgreen.com/courses/grant-writing-training-course. Please don't be alarmed by the price; you will not be charged or prompted for payment information. This coupon will reduce the price to $0. The process of registering is similar to purchasing an item from an online store. Simply "add" the course to your cart and then complete the checkout process. During checkout you will have the option of entering a coupon code (near top of the page). Enter **EDFC01.** Add to cart, go through the checkout

process. Below are screenshots showing the flow from the registration/checkout process, as well as a logged-in view of our online learning management system.

LearnDash (LD) - our learning management system (LMS)

We utilize a LMS because it adds value to the teaching and learning process. Prior to joining each of our live sessions we ask that you first login through the login link (in the footer of www.writingforgreen.com), or navigate directly to https://writingforgreen.com/courses/grant-writing-training-course if your browser keeps you logged and then click the lesson that corresponds with that day's schedule. On the main course page, you will find information (documents and links) that are applicable to the training overall, but are not associated with a specific lesson. On the left of the screen (see screenshot), you will see a list of lessons. Click on the day's lesson (or a different lesson if you are taking a makeup or wish to revisit session content)..

Customized content

We have tailored the LMS to meet the needs of our students in a simple, intuitive manner. The first time you access the system you will see a button prompting you to link your Google account with the LMS. As implied, this requires that you have a Google account; you will need to establish one if you do not have one already. When registering for Writing for Green, please be sure to use your Gmail address (or an alias registered with your Google account). Once you approve this linkage, all the files unique to you (for example, writing/ editing exercises using our templates, budget and evaluation plan tools we will use in class, etc.) will be populated in your login-protected LMS account, and always accessible to you and only you, in addition to WFG administrators.

{Screenshots start on next page}

Screenshots

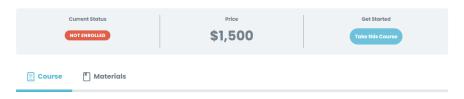Register here, at http://writingforgreen.com/register/

After registering, go directly to
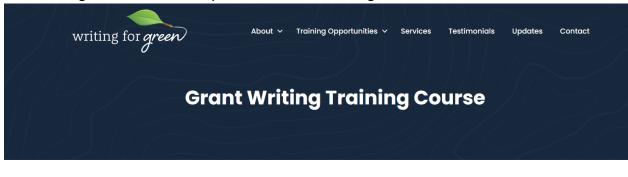https://writingforgreen.com/courses/grant-writing-training-course/.
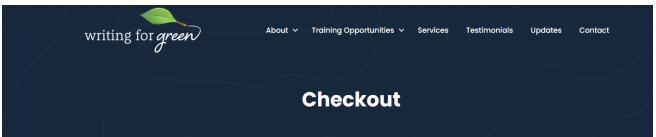

After clicking "Take this course" you will see the following:
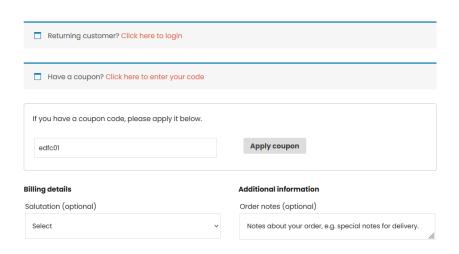
After clicking "Add to cart"

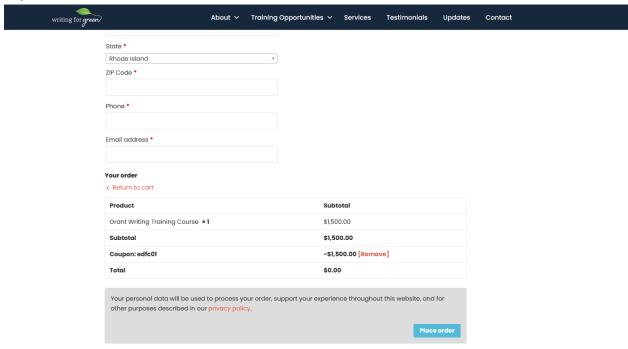
Checkout page - click the link near the top of page that says "Have a coupon? …" Enter "EDFC01"

After you enter and "apply" the coupon you will see the total price becomes $0. Enter all other requested information.

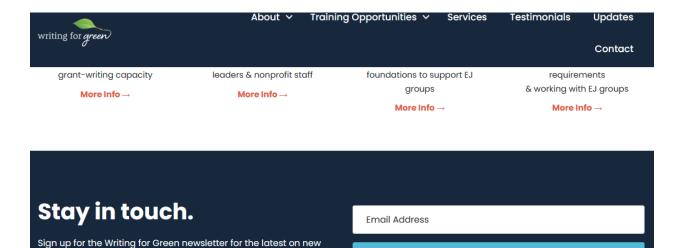Once you complete the checkout process, navigate back to this link (https://writingforgreen.com/courses/grant-writing-training-course) and as long as you are logged in you will see all this course info. Each time you want to access course materials, and prior to each live session, go to this page.

Next time you login, click the "login/Register" link that appears in the footer of the WFG website

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grant-writing capacity   leaders & nonprofit staff   foundations to support EJ   requirements
                                                                    groups   & working with EJ groups

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                                                                    More Info →

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