



GREATER NEW ORLEANS FOUNDATION

Grant writing 101 | 2025



Welcome and introductions



Introductions

Who is in the room

- GNOF Staff
Who: Alyssa and Dan
Role: Your main point of contact for the grant opportunity
- ISC Staff
Who: Rachelle and Cora
Role: Your main point of contact for technical assistance



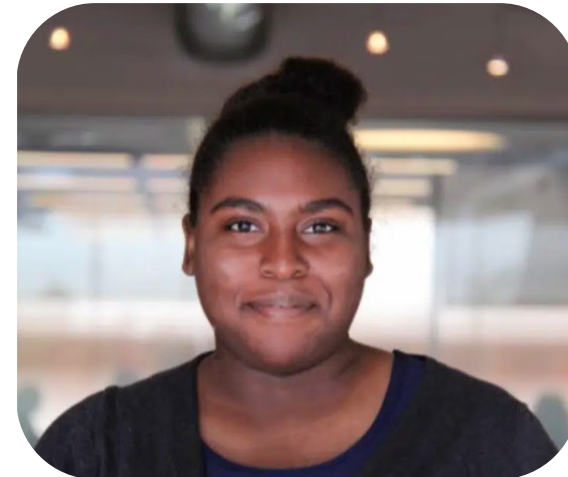
Alyssa Quaranta



Dan Favre



Rachelle Sanderson



Cora Martin

Greater New Orleans Foundation

Mission: To drive positive impact through philanthropy, leadership, and action in the Greater New Orleans region.

Vision: A vibrant, sustainable, and just region for all.



Institute for Sustainable Communities

Mission: Our mission is to develop practical, lasting solutions that address environmental, economic, and safety challenges while strengthening communities in the U.S. and across the world.



Introductions

Who is in the room

- Tell us a bit about yourself
- Poll
 - Are you planning to apply?
 - Have you written a grant before?
 - Have you taken a grantwriting training in the past?



Community-Led Green Infrastructure Grant

Funding Opportunity



- Application is open through October 24, 2025
- You must fill your application out on Foundant Grants Portal
- There are three funding stages:
 - **Stage 1 Community-Led Design & Planning, Award Amount: \$50,000 (6 awards)**
 - Purpose: Support for planning, community engagement, feasibility assessments, and conceptual designs for community-led green infrastructure projects. Design and planning awards are only available for Round 1.
 - **Stage 2 Community-Owned Implementation, Award Amount: \$150,000 (1-3 awards)**
 - Purpose: Support the implementation of community-led green infrastructure projects addressing stormwater, resilience, and pollution issues.
 - **Stage 3: Community Evaluation & Storytelling, Award Amount: \$62,500 (1-3 awards)**
 - Purpose: Support the community-led evaluation, storytelling, and communication efforts that capture lessons learned and impact of existing community-led green infrastructure projects.
- Applicants may only apply for one grant per round. The Round 2 Request for Applications is expected to be open in fall of 2026. Round 1 total funding available is up to \$1 million, and a total of \$1.75 million will be distributed over both rounds.

Who this grant writing training is for

Our audience

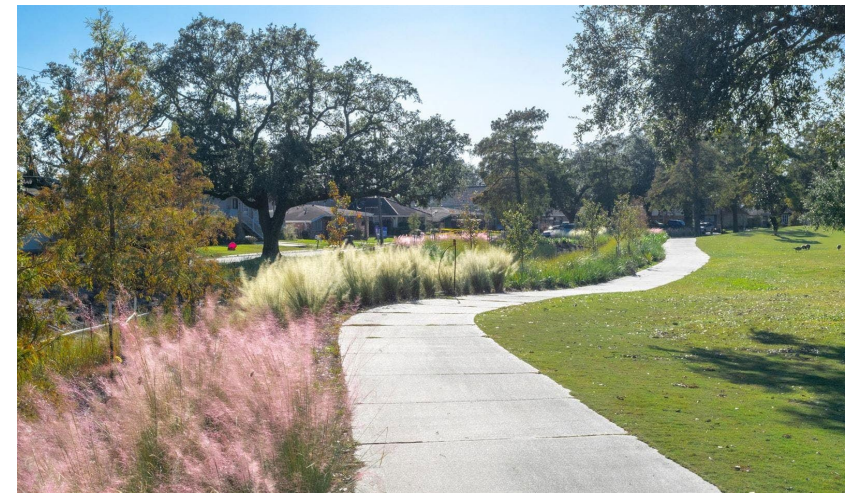
- This free training is for people who:
 - Haven't applied for a federal grant
 - Don't have experience in being the lead on a grant
 - Aren't familiar with the grant writing process
 - Haven't taken grant writing training
- This training may seem repetitive or feel boring if:
 - You have taken grant writing training(s)
 - You have applied for a federal grant
 - You have applied for more than 5 grants
 - You are a grant writer



What is green infrastructure

Defining, examples

- Moving water from a less desirable location to a more desirable location by mimicking nature
- Considers multiple benefits (ex: manages water, reduces flooding, looks nice, is a public space to enjoy, improves water quality, provides habitat, reduces heat island effect, etc.)
- Examples include
 - Rain gardens
 - Permeable pavers
 - French drains
 - Bioswales
 - And more



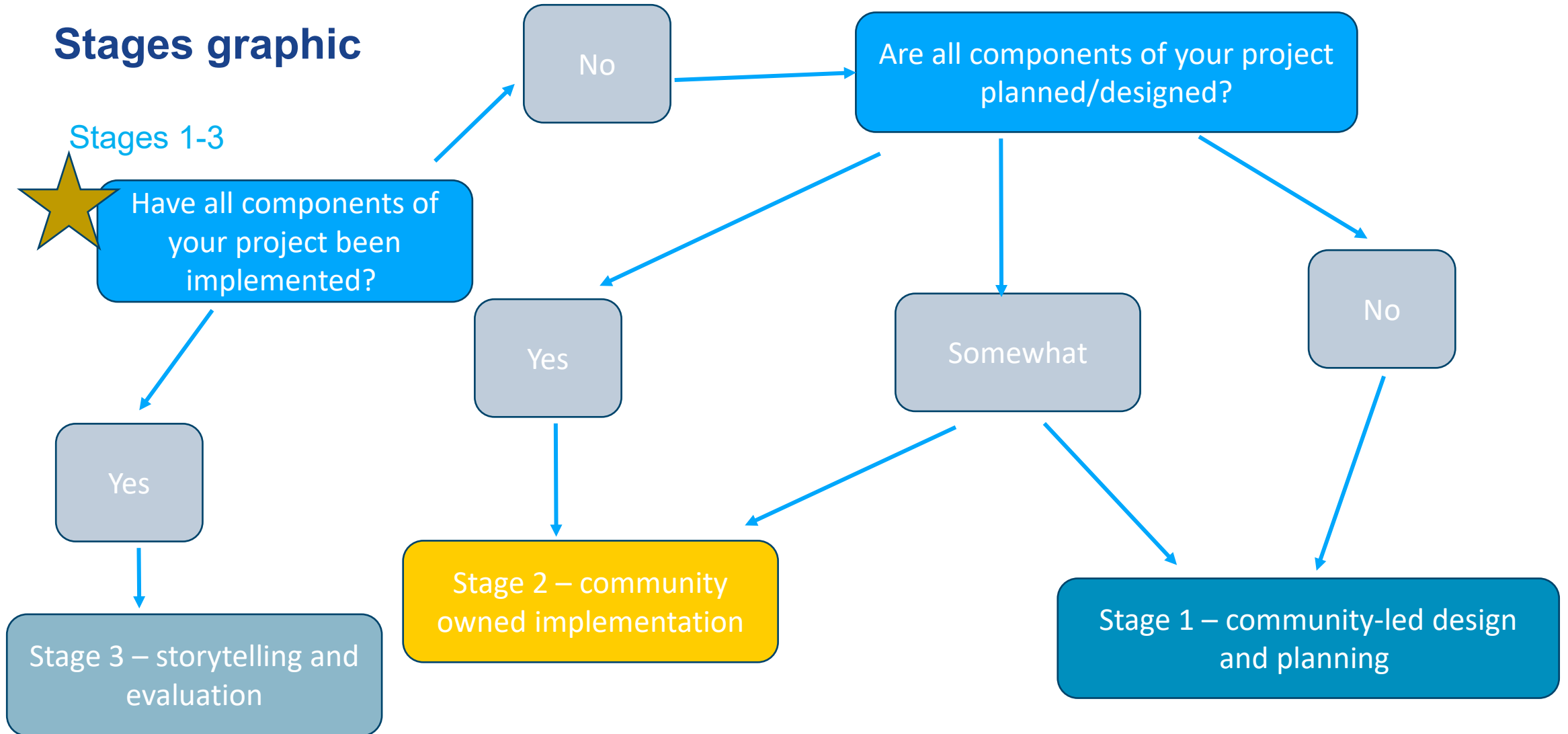
Bioswale along southern edge of Joseph M. Bartholomew Municipal Golf Course ([Source: CDM Smith](#))



Thrive New Orleans remade a concrete driveway with permeable pavers. ([Source: Thrive New Orleans from Kresge](#))



Stages graphic





Getting started with grantwriting



First steps

Grantwriting

- Grantwriting is just as much about being organized as it is about writing
- Prior to committing, review the eligibility requirements, make sure that you have the staff capacity to develop the proposal and implement the work
- Make sure that you review the RFA. Consider making a checklist of everything you need to submit as an attachment, include in your narrative, as well as what you need from your partners
- Outline your strategy for writing the grant. There are several that may be used. One example is the shipley method which focuses on a team approach for:
 - Pre-proposal review – focusing on eligibility and how to create something competitive
 - Proposal management – focusing on strategy for development, initial brainstorming
 - Proposal drafting - focusing on drafting the proposal and initial review, final submission
 - Post-proposal submission – review of the process



How to tell your story

Project pitch

- As a part of your application you'll need to summarize the project's short- and long-term impact, benefits and outcomes (including, but not limited to, health, socioeconomic and other benefits), and who will benefit most from your solution
- Consider this section in tandem with describing community need (more on that later)
- Get excited! This is the passion piece. Start with **WHY** you do the work and tell it as a story if you can.
- You want to connect dots between lived experience, information, and emotion
- Consider what makes your story effective, ineffective, and what brings out emotion



Your project

Logic model

- The purpose is to show how your actions lead to your desired outcome
- You'll need to use a template provided by GNOF (shown below)
- [More on logic models with examples and a checklist from University of Kansas](#)

*Directions: Use the template below to describe the logic model for this project. All activities and inputs that will be funded through this grant should be **bold**.*

Project Name:

<div>Inputs (What we invest)</div>	<div>Outputs (What we do and who we do it to)</div> <div>ActivitiesParticipation</div>	<div>Outcomes – Impact (The incremental events/changes that occur as a result of the outputs)</div> <div>Short TermMedium TermLong Term</div>

Measuring your impact

Indicators

- You'll need to provide a description of the project's short- and long-term impact, benefits and outcomes (including, but not limited to, health, socioeconomic and other benefits), and who will benefit most from your solution
- You can determine objectives by:
 - Identifying your key milestones, goals, and objectives
 - Consider what metrics might be supportive in tracking those efforts. Here's an example:
 - **Milestone:** 1 rain gardens is installed
 - **Goal:** Flooding is reduced on the lot (get more specific if you can)
 - **Metric:** Infiltration rate
 - **Indicator:** Water is drained from the basin within 24 – 48 hours, Areas that hold water after a 30-minuterainfall that drops two inches of rain are holding less (or no) water
 - Consider this in tandem with your logic model



Engaging those most impacted

Community engagement, community-led green infrastructure

- Consider who benefits from the work and who, if anyone, might be harmed by it. What is your strategy for engaging with community? What is the framework that you'll use?
- Consider your project and milestones and how community should be integrated
- Here are some frameworks to consider:
 - Developing a community advisory group – a group of individuals who are decision-makers throughout your process
 - Inclusion of funds to support community groups in being engaged
 - Hosting a series of community-based events for input and decision-making



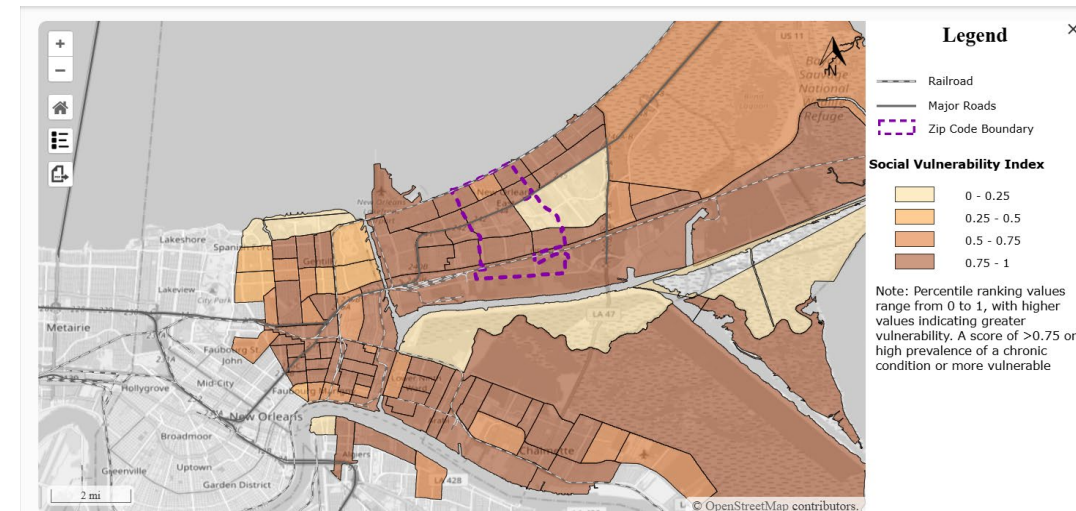
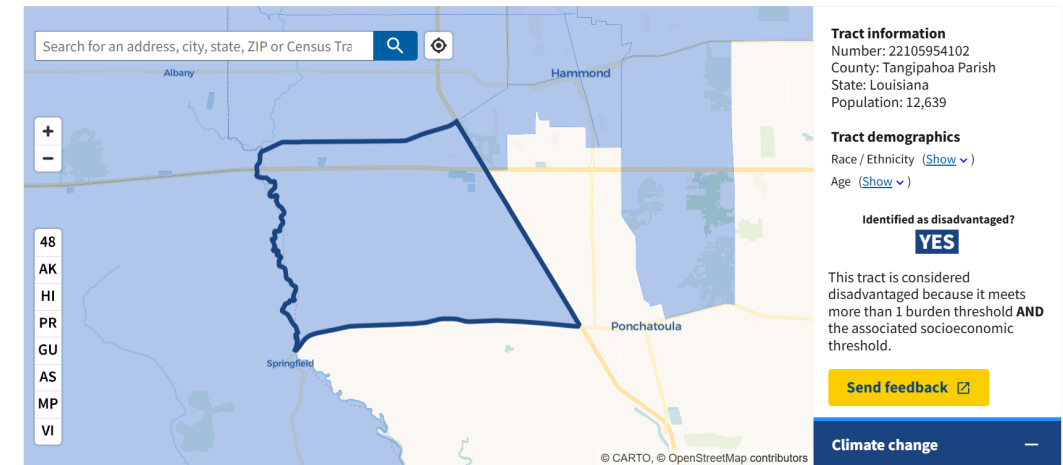
Engaging impacted community

Community and area

- Describing your community and who benefits from your proposed work and defining the project area (up to three parishes in this case). Include how it benefits disadvantaged and vulnerable populations.
- You can use different resources to help define your community. What's missing from this list?

Flood risk

- [LSU Ag Center Flood Maps](#) (FEMA flood maps)
- [2023 Coastal Master Plan Data Viewer](#) (Coastal flood risk 2023 - 2073)
- Demographics and climate change information
 - [Climate and Economic Justice Screening Tool](#)
 - [Environmental Justice Data Action Portal](#)
 - [Tree Canopy Cover](#)





Developing milestones



Your timeline for the work

Milestones

- Milestones are points in your project that show that significant progress has been made. Between each milestone you have goals which are met by fulfilling objectives. Think backwards and/or forwards. If your end result is to install 7 rain gardens, think about how you might work backwards from that. Prior to making a milestone chart you'll need to know your timeframe, starting point, and end goal

Program Name:

Milestone	Description	Timeframe

(Add more rows as needed)

Your timeline for the work

Let's practice

- We'll break into breakout groups where you'll work with others in your group for 20 minutes on building out a milestone chart for one person in the group. [We'll use this document to do that.](#) When you get to your group, have someone volunteer to go through their project. Your group number is the same as your breakout group.

Program Name:

Milestone	Description	Timeframe

(Add more rows as needed)



Developing your budget



Budget

Line item

- Consider the high-level categories you report on to your funder and board in tandem with project costs. Each partner should have their own budget as well. For mileage, food, lodging, etc. Utilize federal per diem and mileage rates. You can utilize the [US General Services Administration for per diems](#) and the [IRS federal mileage rate](#)

Type	Category	Year 1	Year 2	Year 3	Total
Direct costs	Personnel	\$	\$	\$	\$
	Fringe	\$	\$	\$	\$
	Travel	\$	\$	\$	\$
	Equipment	\$	\$	\$	\$
	Supplies	\$	\$	\$	\$
	Contractual	\$	\$	\$	\$
	Construction	\$	\$	\$	\$
	Other	\$	\$	\$	\$
	Total direct	\$	\$	\$	\$
		\$	\$	\$	\$
	Total indirect	\$	\$	\$	\$
Total project		\$	\$	\$	\$



Budget

Narrative

- **This will accompany your budget and will outline how you plan to use the award, as well as spending projections by category.**
- **Here's an example:**
 - Salaries and fringe (category)
 - \$45,000 for an engagement coordinator. The engagement coordinator will dedicate 25 hours per week as an engagement coordinator. The salary for this individual is \$31,500 annually and a fringe rate of 30%, or \$13,500, is included. This individual will be paid bi-weekly and we anticipate spending \$3,750 per month through the duration of the 12-month grant.



Gathering your documents



What documents will you need?

Checklist for this grant

- **Review the request for applications/proposal and create a checklist of attachments needed. Here's one for this grant opportunity:**
 - ☐ Logic model
 - ☐ Milestones
 - ☐ Detailed line item budget
 - ☐ Resumes/short bios of key staff involved in the project
 - ☐ Current year operating budget
 - ☐ Current financial statements through July 2025
 - ☐ Board of director's list
 - ☐ Form 990
 - ☐ **Optional** Documentation supporting the feasibility of the project (building plans, studies, etc.)
 - ☐ **Optional** Engagement documentation (MOUs, letters of support for example)
 - ☐ **Optional** Copy of liability insurance



Conducting a final review

Grantwriting

- Review your checklists in tandem with the RFA to ensure you have everything prior to submission
- Have someone that isn't the primary grant writer review your application from the funder's perspective and identify areas to strengthen your application
- Have someone that isn't the primary grant writer review your budget to ensure there are no errors and that it is in alignment with the RFA
- Have a subject matter expert review your application if possible



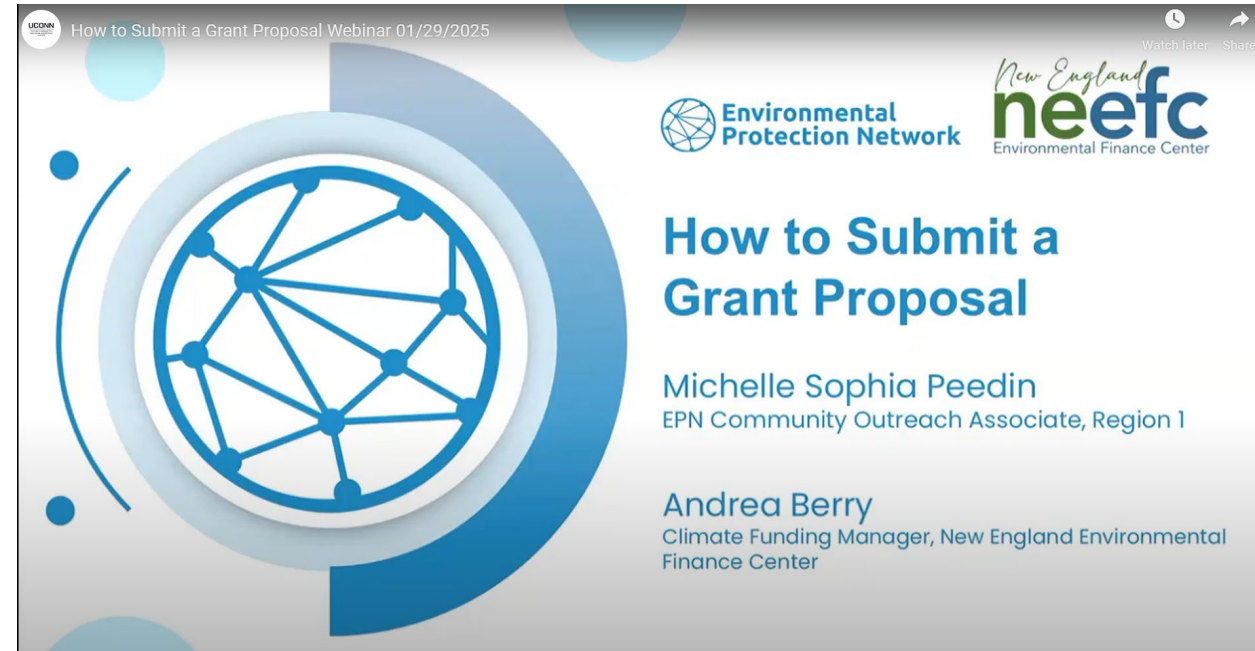


Resources

Grantwriting

Additional resources

- Free
 - [Young Leaders of the Americas Initiative free course](#)
 - [Nonprofit Ready free courses](#)
 - [New England Thriving Communities Technical Assistance Center \(NE TCTAC\)](#)
 - [Environmental Protection Network Grants Development Webinar](#)
 - [EPA Region 3 TCTAC Grant Writing Workshop](#)
- Paid
 - [Writing for Green](#)
 - [The Grantsmanship Center](#)





How to receive technical assistance from the Institute for Sustainable Communities



INSTITUTE FOR
**Sustainable
Communities**



What is technical assistance?

Getting support for your application

- Technical assistance (TA) is support and guidance that is provided to support you with the development of your application. Examples include:
 - **Organizational readiness**
 - **UEI/Sam.gov registration support**
 - **Policy and procedures in alignment with federal standards and the Code of Federal Regulations**
- Application development
 - **Ideation/brainstorming for your application**
 - **Resources/guidance for technical aspects**
 - **Budget review**
 - **Application review for consistency with scoring criteria**
- What we **can't** do is write your application or budget for you



Opportunities for technical assistance (TA)

Virtual

- Introductory sessions (like this one)
 - **Purpose: Introduce the grant and tell you how to participate in TA**
- Virtual Office Hours
 - **Purpose: Weekly time to come and get support/listen to the support others are getting**
 - **Weekly on Mondays from 10:30 to 11:30 am**
- Virtual training sessions
 - **Purpose: Grow participants skills to support development of their application and set expectations for post-award requirements**
 - ~~Grant prospecting - Sept. 11 from 1 to 2:30 pm~~
 - **Grant writing - Sept. 15 from 1 to 2:30 pm**
 - **Pre-award reporting and financial management- Sept. 30 from 10 to 11:30 am**
 - **Post-award reporting and financial management - Oct. 6 from 12 to 1:30 pm**
- Virtual 1:1 session
 - **Purpose: Register in advance for tailored technical assistance**
 - **Six 30-minute 1:1 slots are available each week**



Opportunities for technical assistance (TA)

In person

- Six in-person sessions to provide an overview of the opportunity, key first steps for getting your application started and how you can get signed up for technical assistance. These are the dates and locations of in person sessions:
 - **Houma - Sept. 16 from 10 to 11:30 am**
 - **Gretna - Sept. 17 from 10 to 11:30 am**
 - **Amite - Sept. 23 from 1 to 2:30 pm**
 - **New Orleans - Sept. 24 from 10 to 11:30 am**
 - **Covington - Sept. 30 from 1 to 2:30 pm**
 - **Reserve - Oct. 2 from 10 to 11:30 am**
- Register for in person and virtual sessions with the QR code:





Questions

GREATER NEW ORLEANS FOUNDATION



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