



Second Shift Productions LTD

[www.second-shift.com](http://www.second-shift.com)

[info@second-shift.com](mailto:info@second-shift.com)

708.228.4840

## The 7 Question Grant Writing Course®

### Executive Summary

Second Shift Productions LTD is committed to helping organizations thrive! We design, develop and deploy innovative training solutions for the personal and professional development of you and your staff.

It is clear that organizations that have the infrastructure for fundraising, in-house grant writers for example, have the decided advantage in pursuing funds from foundation and major donors. *This is private dollars.* Government monies are shrinking, and the competition is intense for private dollars, making it imperative that smaller agencies strengthen their capabilities if they are to survive and thrive. Our scalable online training course is designed with the Executive Director who needs to raise more funds in mind. Our mission is to help you build your organization's capacity to compete for those scarce dollars, and thereby, have the resources to better serve your intended population. How? We teach your existing staff how to write the grants for you!

We are the principals, Rudina and Leonard Johnson. We have worked with nonprofit leaders for over ten years in the areas of fundraising, leadership, communications, conflict management, and self-care. We have been serving nonprofits for over 10 years. We now want to help you build the capacity to raise more funds while leveraging your existing resources!

### The Problem

There is a cost to income stagnation: Without the necessary funds, you cannot meet the demands of those you are committed to serving. Organizations that do not continually grow, will be challenged to thrive and survive in the future.

*The 2018 Fundraising Effectiveness Survey Report* by the Urban Institute and the Association of Fundraising Professionals found that organizations that raised \$500,000+ saw a 9% median growth rate, while organizations that raised less than \$500,000 realized significantly less growth at 2.5%. Those organizations with revenue under \$100,000 showed a loss of **-8.2%**.

Organization Size	Rate of Growth
>\$500,000	9%
\$100,000--\$499,000	2.5%
<\$100,000	-8.2%

## Four Obstacles to Revenue Growth

**1) Competition:** According to IRS data, the number of registered charities grew by 28.4% between 2005 and 2018. More organizations are competing for the same dollars

**2) Attention:** Foundations that you approach are non-profits as well and frequently do not have sufficient staff to review all of the applications. Statistics show that only 10% of grants are ultimately awarded.

**3) Stringent Data Requirements:** Foundations and major donors are requiring more documentation to validate award decisions and prove their due diligence. Often, the application process includes two steps: Letters of Inquiry (LOI) first, and then the full application.

**4) Lack of Resources:** Smaller agencies simply do not have the time, staff or expertise to complete the application properly. We have identified this as the biggest barrier to securing funds; and so we created this online training course to fill that gap.

## Opportunity?

You can hire a grant writer at the average cost of \$75 per hour for the typical 20-hour assignment. Where does that \$1,500 come from? Most likely, operational funds- funds that would be better spent proving services, must now be reallocated to paying a consultant.

We have worked with various community-based social service agencies over the years who needed to find the revenue to expand services. Quite often, each asks for help in writing a grant or responding to a "Request for Proposal."

In trying to help them, the first item we request is the program documentation. They don't usually have it. Any executive director will tell you, there is not enough time in the day, so they have to prioritize. Gathering the support documentation necessary to write a winning grant gets crowded out by other priorities. To help them gather the

information and develop the grant application was costly and they just did not have the budget. And this happened, over and over again. Leading to the same result: missed opportunities to attract new income—income they really did need.

## **The Solution**

For these reasons, it is more important than ever that your grant writing expertise be in-house! We have made the argument for you to arm yourself with the tools necessary for you and your team to write that winning grant! **The 7 Question Grant Writing Course®** provides non-profit leaders with the tools necessary to identify, collect, and organize essential information needed, **PLUS** a step-by-step *how-to* in order to produce a winning grant. Most important, your organization will have this tangible outcome-based tool now, and for future grants opportunities building your fundraising capacity.

## **The Seven Question Grant Writing Course ®**

The key to applying for multiple grants lies in managing your data. Our program teaches you how to **A)** collect the right information; **B)** organize the data for easy access; **C)** store it in one place; **D)** instill a system for updating data as needed.

*This ten-module course stems from our decade of experience and best practices. We will help you win more grants, in less time, with your existing staff! The course is designed and delivered in a way to ensure real learning takes place,*

*based on the modular learning model, which both easy to manage has proven to lead to permanent change.*

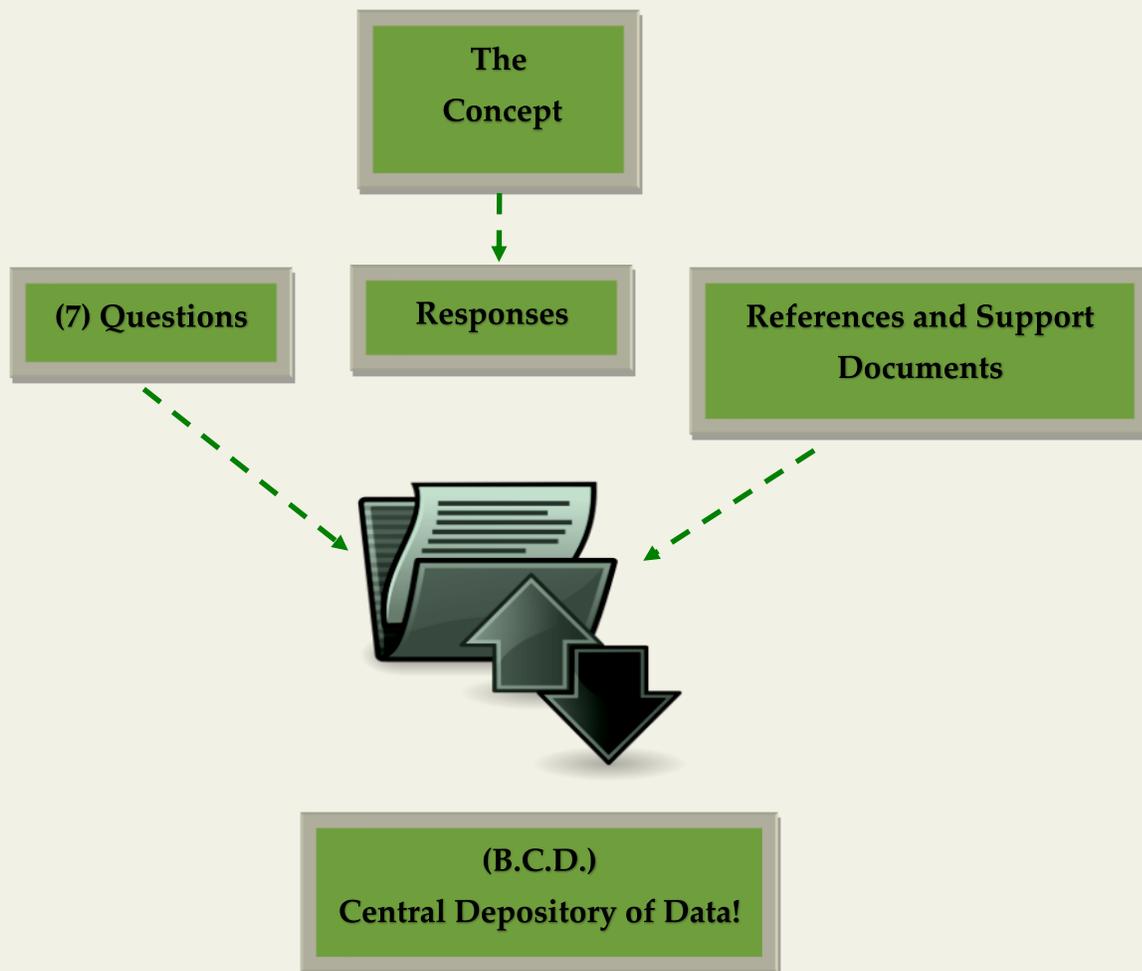
### **Outcome Focused**

How do you know if really learning as taken place, change is achieved, capacity built, you are more effective now than before? We have built in measures and tangible outcomes: The course completed, the BCD built, whether the tool is used to submit grant application, what are the results after one year- new revenue gained.

With the Seven Question Grant Writing Course ® model, you, the Executive Director, will receive reports of your staff's progress and engagement level. That is what is distinct about our course, accountability built-in for learning outcomes. Expert support and guidance will be available to your staff as they work through the modules. Templates, procedures and tools, are provided to aid in their success. Additionally, if

for any your staff is not successful the first time, we will allow them to go through the course again at no charge. Now, let's review our grant development model further and review the advantages that will accrue to you after you adopt this model.

Please review B.C.D. concept below:



### **Benefits/Advantages of the Course:**

- Produces your capacity to produce 5-10 high quality grant proposals per month
- Project-based learning system that allows staff to learn by doing
- Lowering fundraising costs verses other strategies, i.e. events or hiring consultants
- Leveraging existing staff and volunteers in pursuit of fundraising goals

- Improve program documentation leading to enhanced donor relationships
- Increase your ability attract private funds, leading to financial sustainability

## THE TEN MODULES

#1 Introduction	#2 The Organization	#3 The Problem or Need	#4 Goals & Objectives	#5 Methods & Implementation
#6 The Evaluation Plan	#7 The Finance & Budget Plan	#8 The Sustainability Plan	#9 Workbook Project #1	#10 Workbook Project #2

Simply put, by taking advantage of this learning path, your organization will go from not having the capacity to write a grant, to having the capacity to write one, enabling you to secure those funds to support your mission.

## The Implementation

- 1) The first action item you need to take is to visit our website at [Second Shift Productions LTD](#) to check out module #1, free of charge.
- 2) Take the course: choose a staff member or volunteer to complete the course and produce our special grant writing template containing the information you need to produce effective grants
- 3) Using the template, begin writing grants and producing income for your organization and programs

## Return of Investment:

### Consider!

- 1) The cost of our course is \$300 and 10 hours of time.
- 2) The average grant award is \$20,000
- 3) Your staff must take the entire course and complete the assignments
- 4) We will be with you every step of the way!

*If you just calucalate, 5 per month, at a 20% success rate, that is \$240,000 generated revenue per year, and \$1,200,000 after 5 years). Please see the chart at the end of this proposal to see the totality of a five-year projection.*

## Five Year Income Projection

# Of applications submitted annually (5 per month)	# Approved (20%)	Revenue Generated (average grant size \$20,000)	Cumulative Revenue	Attrition (20%)	Net Revenue (After Attritions)
60	12	\$240,000	\$240,000		\$240,000
60	12	\$240,000	\$480,000	\$48,000	\$432,000
60	12	\$240,000	\$672,000	\$134,000	\$538,000
60	12	\$240,000	\$778,000	\$155,600	\$623,000
60	12	\$240,000	\$863,000	\$172,600	\$690,400
Totals	60	<u>\$1,200,000</u>			<u>\$690,000</u>

### Past Clients:

- ❖ National Louis University (Leadership Connections)
- ❖ United Health Care
- ❖ Black Childcare Institute
- ❖ Chicago Youth Centers
- ❖ Chicago YMCA
- ❖ Good Shepard Centers
- ❖ Bright Star Childcare

A simple call or email to get started is at your fingertips:

Leonard T. Johnson M.A. Certified Grant Writer®

[info@second-shift.com](mailto:info@second-shift.com), or 708.228.4840