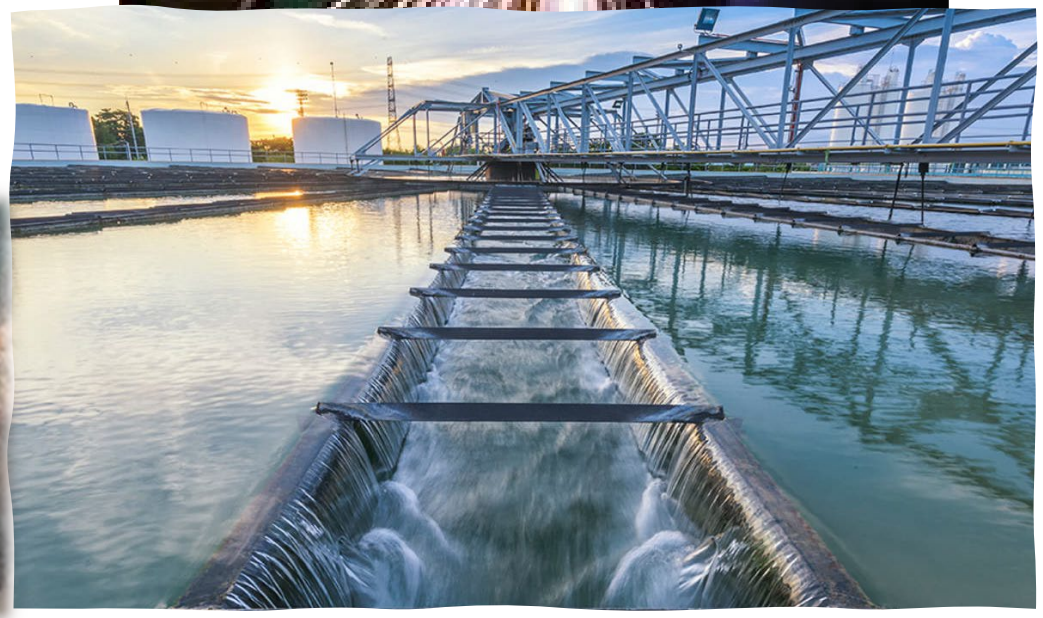
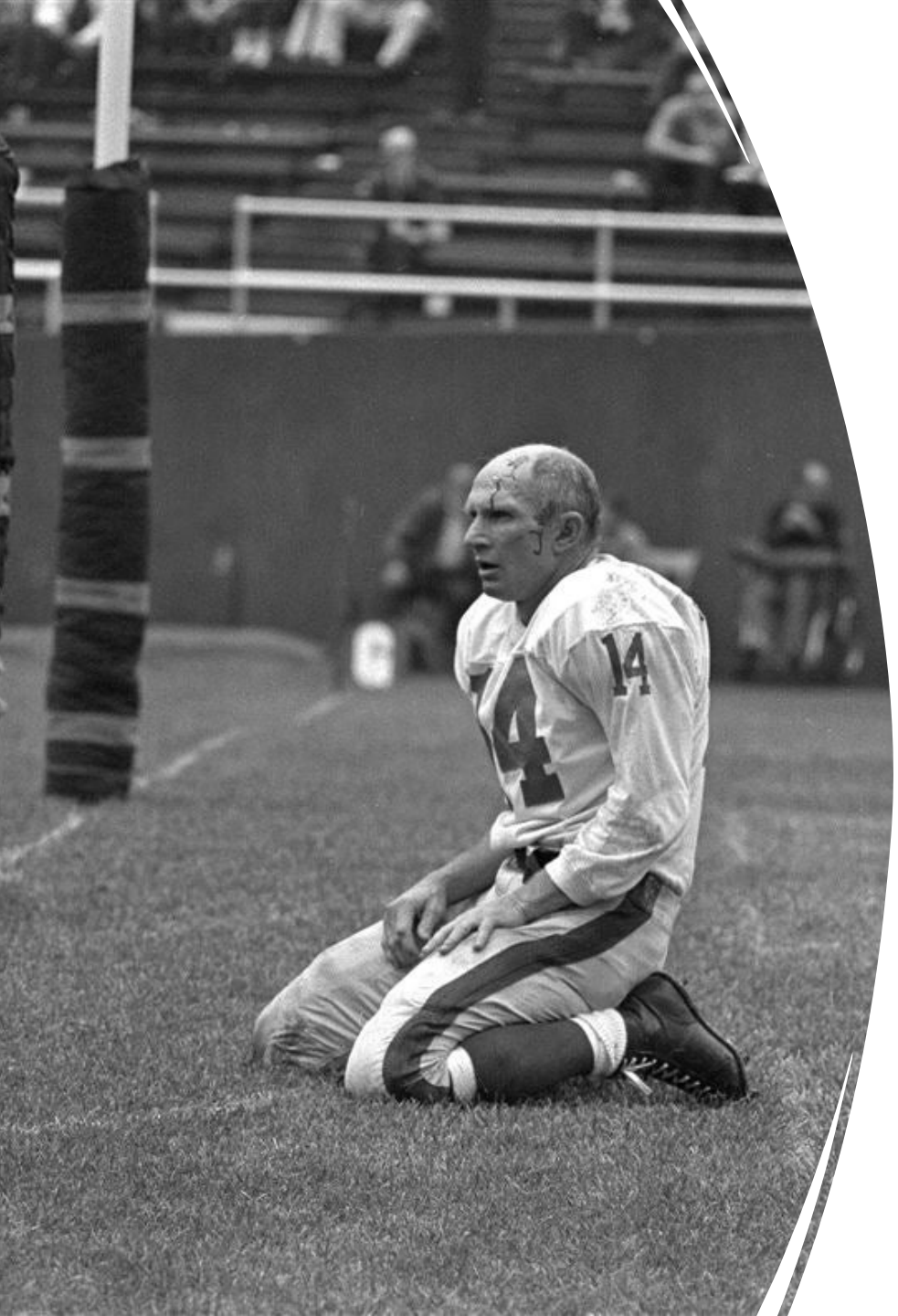
The Roadmap to Grant Success

Building A Great Story





**“Tell me a fact, and I’ll learn.
Tell me a truth, and I’ll believe.
But tell me a story, and it will
live in my heart forever.”**

Ed Sabol, Filmmaker/Founder NFL Films

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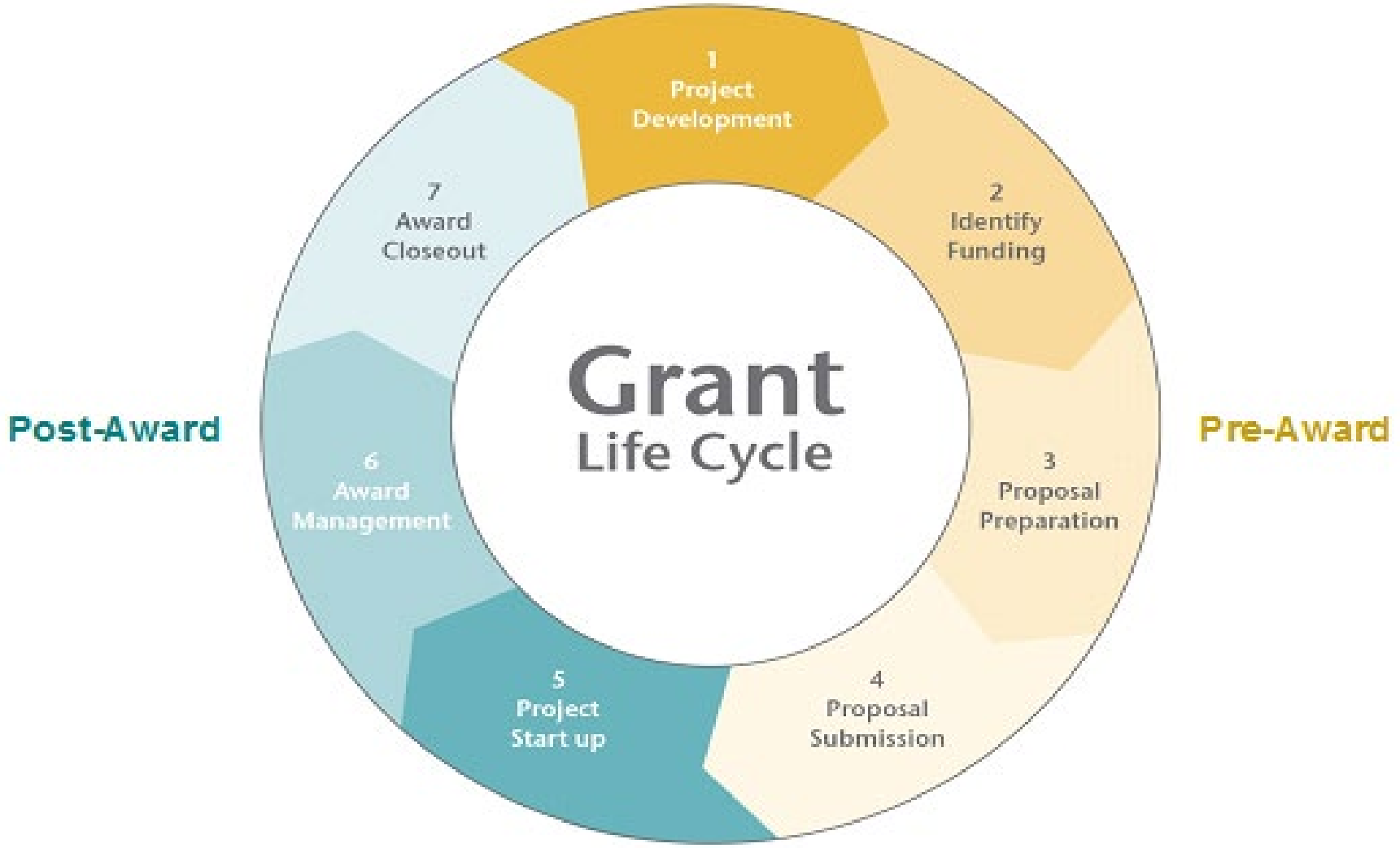


Story Roadmap

01

What's the Problem?

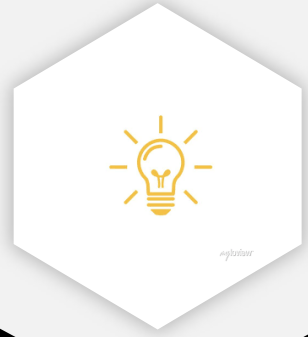
Conflict!

Tension!

02

Keep it Simple

Elements/Benefits to the Solution



03

Dig Deeper

Mission & Values

04

The Ask

What's the Goal?

05

Show Proof

Data!

and more

What's the Problem?

The Need or where is the TENSION!!!

- **How long has the problem existed?**
- **Where is it taking Place?**
- **Who is Impacted?**
- **Who will benefit from the project?**
- **Can the money you are requesting make a difference?**

Keep it Simple

Elements/Benefits to the Solution

“Describe and outline the scope of work for the proposed EDA investment.”

“Describe the investment (project) impact and fit with EDA funding priorities.”

“Please describe the economic impacts of the project.”

ED-900 – General Application for EDA Programs

Dig Deeper

Mission and Values

- **Why your organization is best able to solve the problem**
- **Experience (past grants) & staffing**
- **Alignment with region/local strategic plans or CEDS**
- **A description of the impacted community**
- **What have you already committed?**
- **How the grant request/project Aligns with the Investment Priorities of the Grantee**

EDA's Investment Priorities
EDA investments should effectively address the creation and/or retention of high-quality jobs and document that the applicant can or will leverage other resources.

A competitive application must align with at least one of the following priorities:

- **Equity**
- Recovery & Resilience
- Workforce Development
- Manufacturing
- Technology-Based Economic Development
- **Environmentally-Sustainable Development**
- Exports & FDI

- Investment Priorities | U.S. Economic Development Administration (eda.gov)

The Ask

What's the Goal?

Jobs, quality of jobs, economic output. *(EDA)*

i.e. *The overall purpose of the project is to provide economic stimulus for the Friendsville community that will stimulate potential commercial growth and industrial land development for future recruitment of industries into the northwest region of Blount County*

Technical assistance to communities, states, and tribes to assess, safely clean up and sustainably reuse contaminated or blighted properties *(EPA Brownfield)*

RAISE Discretionary Grant Program helps communities build transportation projects that have significant local or regional impact and improve safety and equity. (USDOT)

Will you stand together at the summit?

Show Proof

- **Socio-Demographic Data that helps define the problem and reveals your solution**

U.S. Census Bureau – Survey of American Communities

WNDD CEDS

EPA - Environmental Justice Screening and Mapping Tool

Local Studies and Strategic Plans

- **A work plan to show what you will do to address the problem**
- **A budget and timeline**
- **Professional Engineering Report**

Make a Splash!

Grab Some Attention

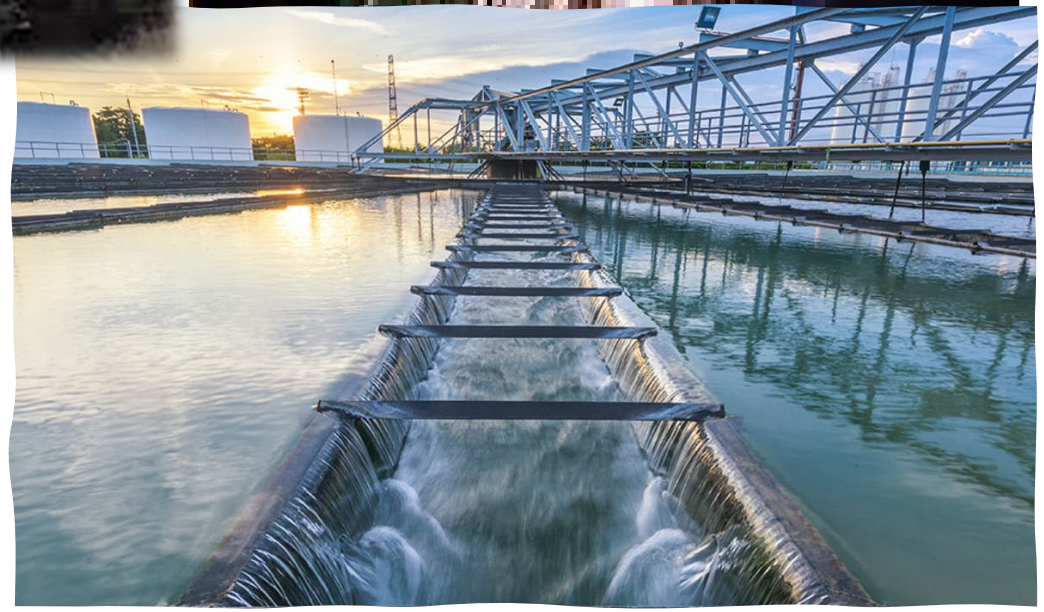
Share with Key Audiences

- The grant community…folks in this room
- Your elected officials
- Congressional leaders
- Business community
- Potential partners/allies

…and the community…especially at project start up!

Questions?

Answers!



Vetter PR, Inc.
Public Relations/Marketing/Issue Management
(775) 848-0670
donaldvetter@gmail.com