

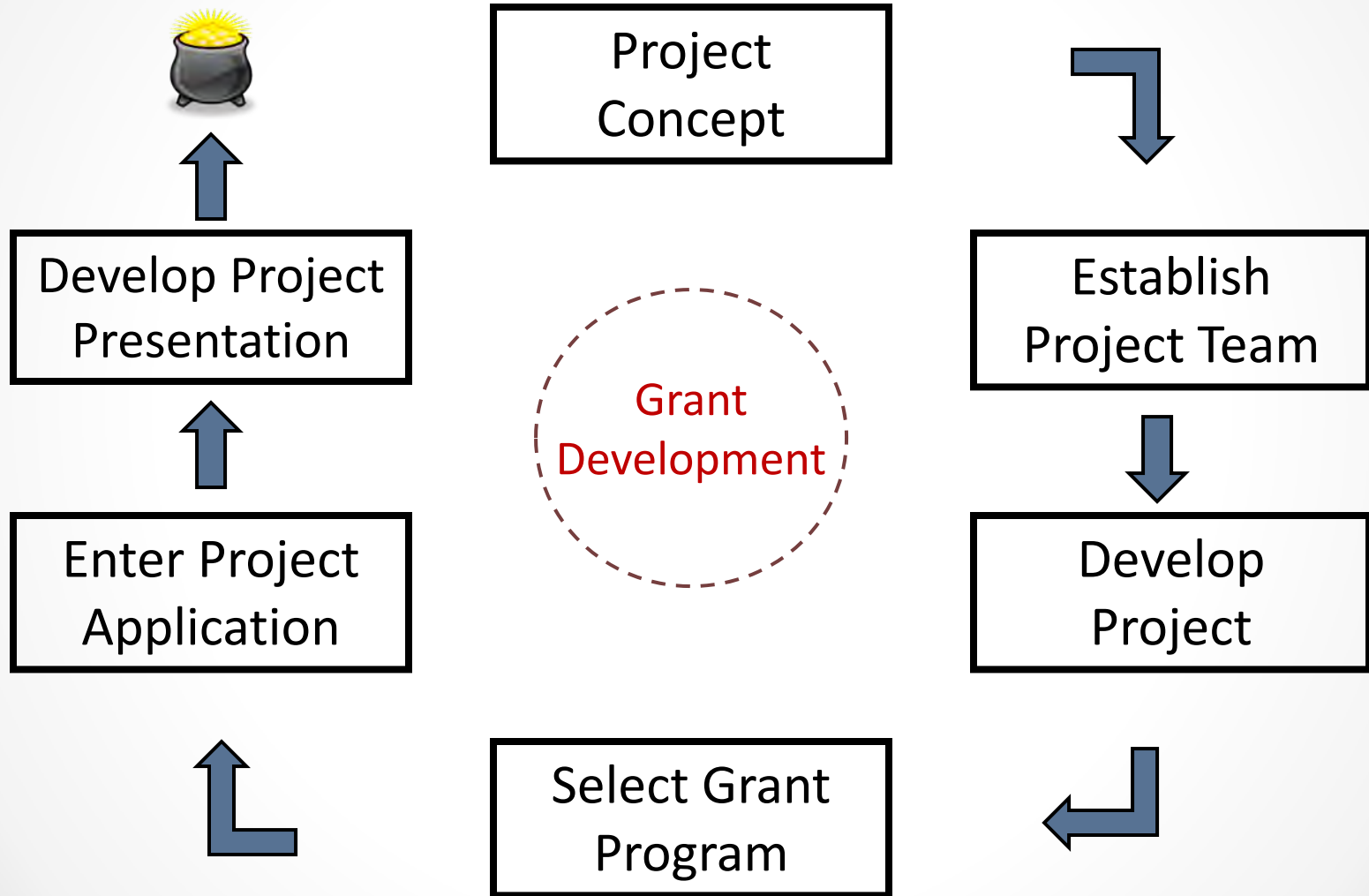


# RCO Grant Writing 101

Preparing a Recreation and Conservation  
Funding Board Grant

January 2012

# RCO Grant Writing 101



## Project Concept

- Sky is the limit to start, then narrow focus
- Establish project purpose and goals
- Refer to plans, meetings, needs
- Community based – gain support
- Are you going to
  - Acquire,
  - Develop,
  - Restore.....Property?



## Establish Project Team

- First Priority - Establish a team lead!
  - Find those that can:
    - Assist with project and cost development
    - Assist with the presentation development
    - Develop maps, graphics, text, formatting
    - Present a formal presentation
    - Draft written evaluation questions
    - Answer questions during the in-person evaluation



## Establish Project Team

Team members may include:

- Planners
- GIS Specialists
- Maintenance Specialists
- Graphic Artists
- Engineers
- Acquisition Specialists
- Biologists
- Community Leaders
- Local Citizens
- Cultural Resource Specialists
- Fiscal Specialists
- Director/Agency Head
- Permitting Specialists
- Other Partners



## Develop Project

- Accurate costs with dependable match
  - Do not overestimate what you can contribute
- Implementable scope – do not bite off more than you can chew
  - Be able to complete your project in 2 to 3 years
  - Consider:
    - time to get permits
    - time for cultural resource surveys
    - time to bid project (hiring contractors)
    - weather delays or other unforeseen circumstances

## Develop Project – con't

- Phase project if necessary
- Clearly establish your need; the “why” of the project
- Ensure you can maintain what you propose to build/acquire/restore
- Document public support and buy-in







## Select Grant Program

- Review program eligibility criteria
- Review program policies
- Review evaluation criteria
- Chose a grant program that gives your project the best chance of scoring well
- Understand the long term commitments
- Discuss pros and cons with grants manager

### Manual 10a

Washington Wildlife and  
Recreation Program

Outdoor Recreation Account

March 2010

### Manual 21

Aquatic Lands  
Enhancement Account  
Grant Program

March 2010



## Get to Know Your RCO Grants Manager

Grants managers may:

- Review proposals for program eligibility
- Assist in the application process
- Recommend project changes
- Prepare sponsors for:
  - Evaluations
  - Project implementation
- Perform site inspections
- Monitor project progress
- Review reimbursement requests
- Conduct final inspection and project close-out



## Enter Project Application in PRISM Database

- Should be easy if project has been well developed.
- Enter complete and accurate information including a detailed project description.
- Be as precise as possible with costs including matching dollars and resources.
- Attached required documents before required deadlines.
- The sooner the project is entered, the earlier your grants managers can review and provide feedback.

# RCO Grant Writing 101

RCO uses two types of evaluation processes based upon the grant category:

1. **Written Process.** Applicants submit applications electronically and prepare written materials that are used by evaluators to review and score projects.
2. **In-Person Process.** Applicants submit applications electronically and then prepare an presentation that is presented to evaluators.





## Develop Your Written Project Presentation

- Follow the instructions!!!!
- Concisely address the evaluation criteria
- Provide clear and meaningful maps, photographs, and other graphics
  - Orient maps and plans
  - Ensure sponsor name, project name, and RCO number are on each page
- Use a standard font and consistent colors that show well
- Do not be too flashy

## Develop Your *In-Person* Project Presentation

- Start with a clear project statement
- Concisely address the evaluation criteria
- Provide clear and meaningful maps, photographs, and other graphics
- Use a standard font and colors that show well at a large scale
- Have a balanced mix of on screen information and information that is spoken
- Do not be too flashy or overrun with animation and sound

## Maps, Photos and Graphics

### Key Items to Remember:

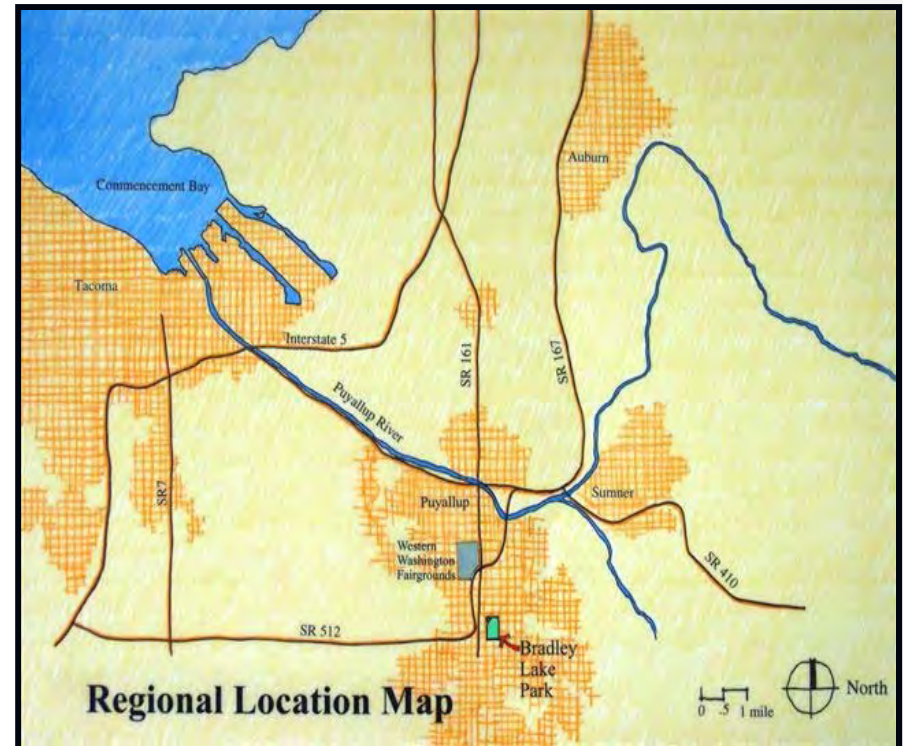
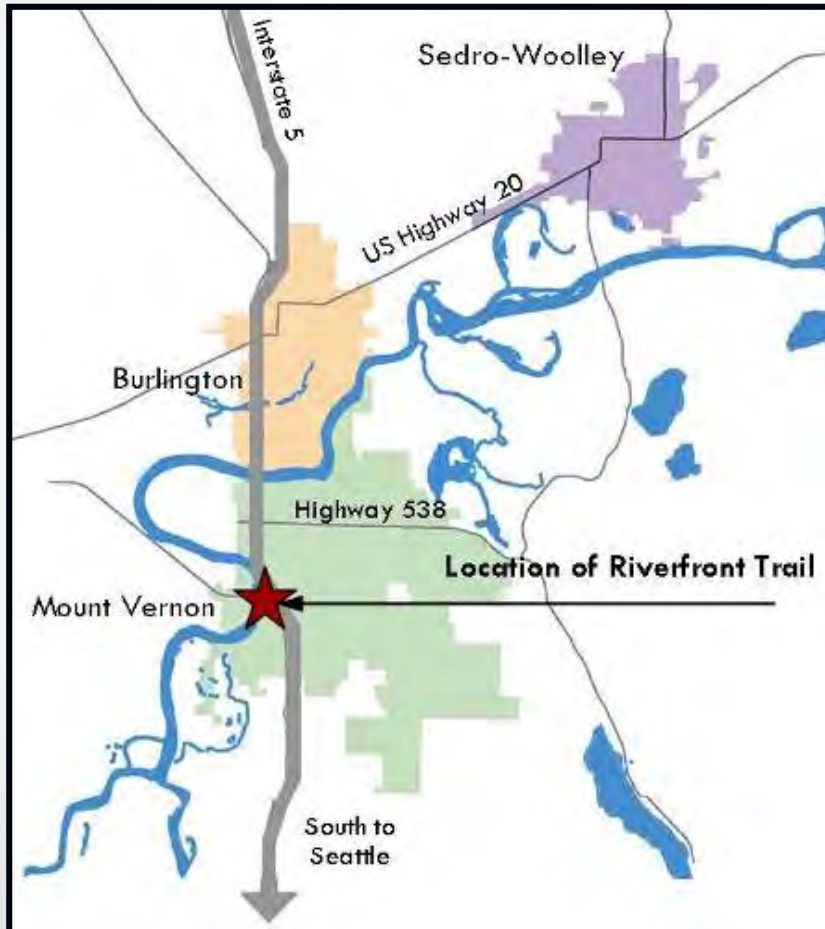
All maps should include:

- Map title
- Project name and RCO project number
- Sponsor name or logo
- North arrow
- Map scale
- Label major highways, roadways, cities, towns, county boundaries, etc.
- A designation for acquisition parcels, project locations, project elements etc.



## Regional Location Maps

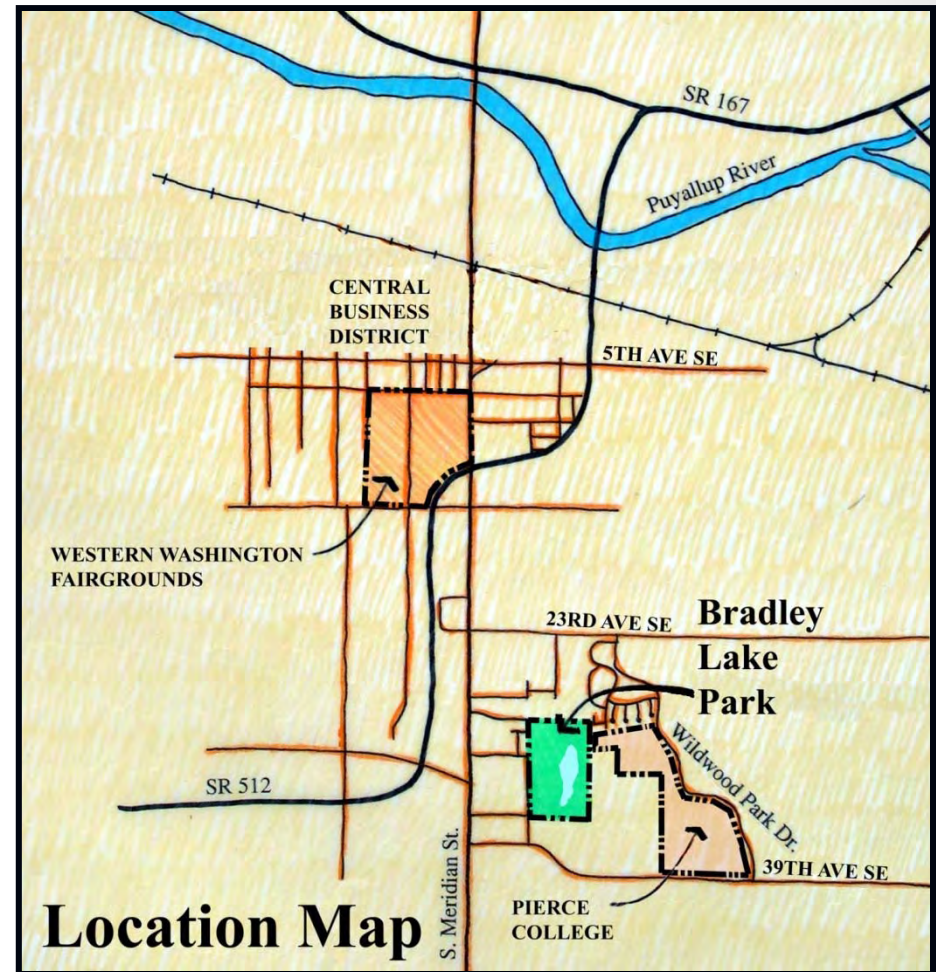
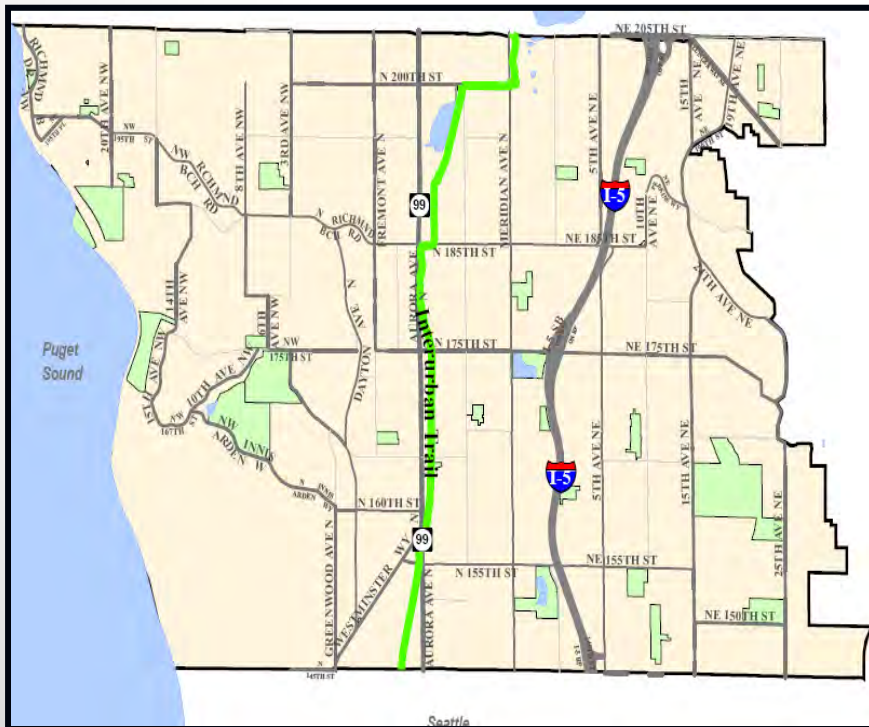
- Show the location of the project in a geographic region of the state.





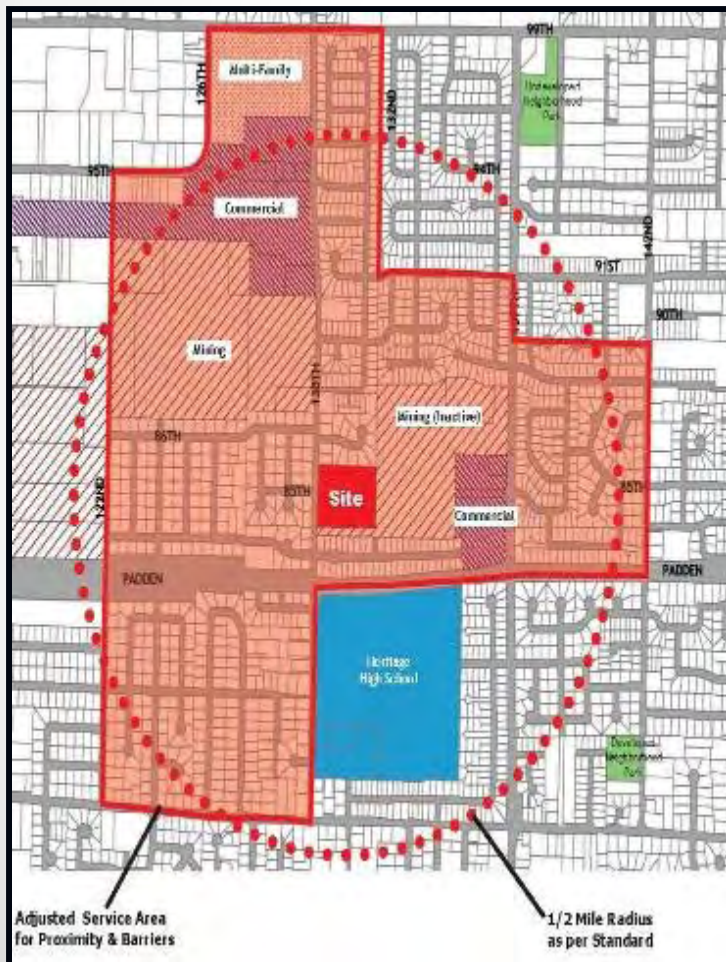
## Site Location Maps

- Shows the specific location of the project in relation to local roadways, landmarks, etc.

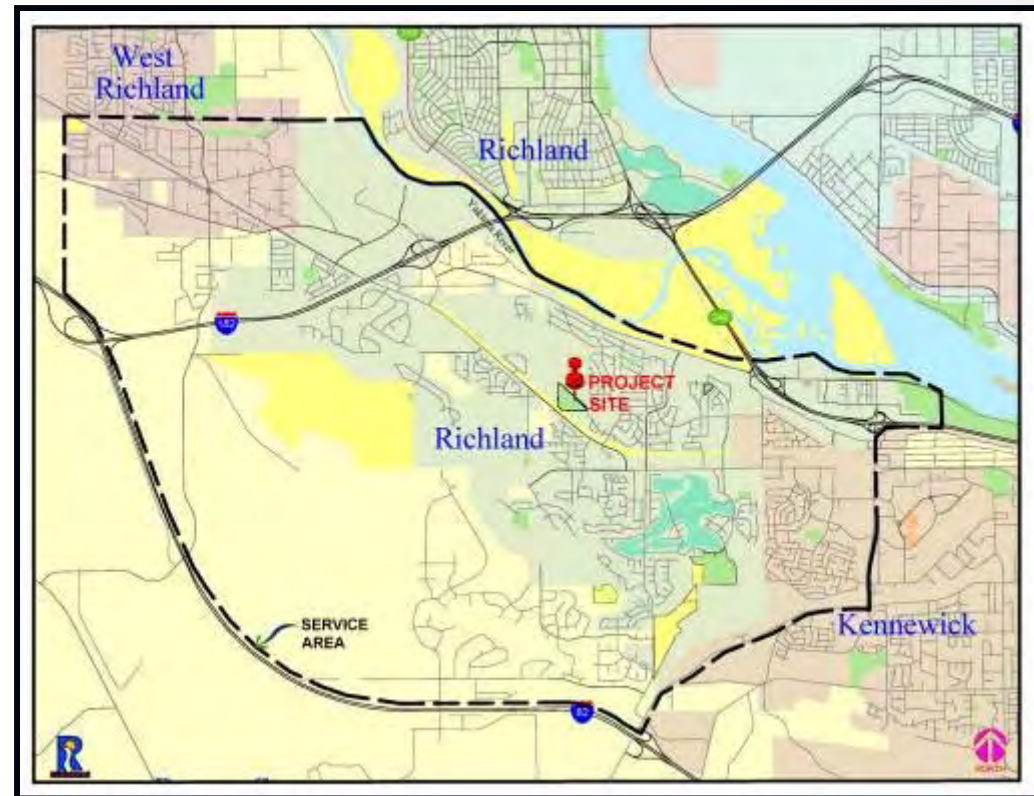




## Service Area Maps



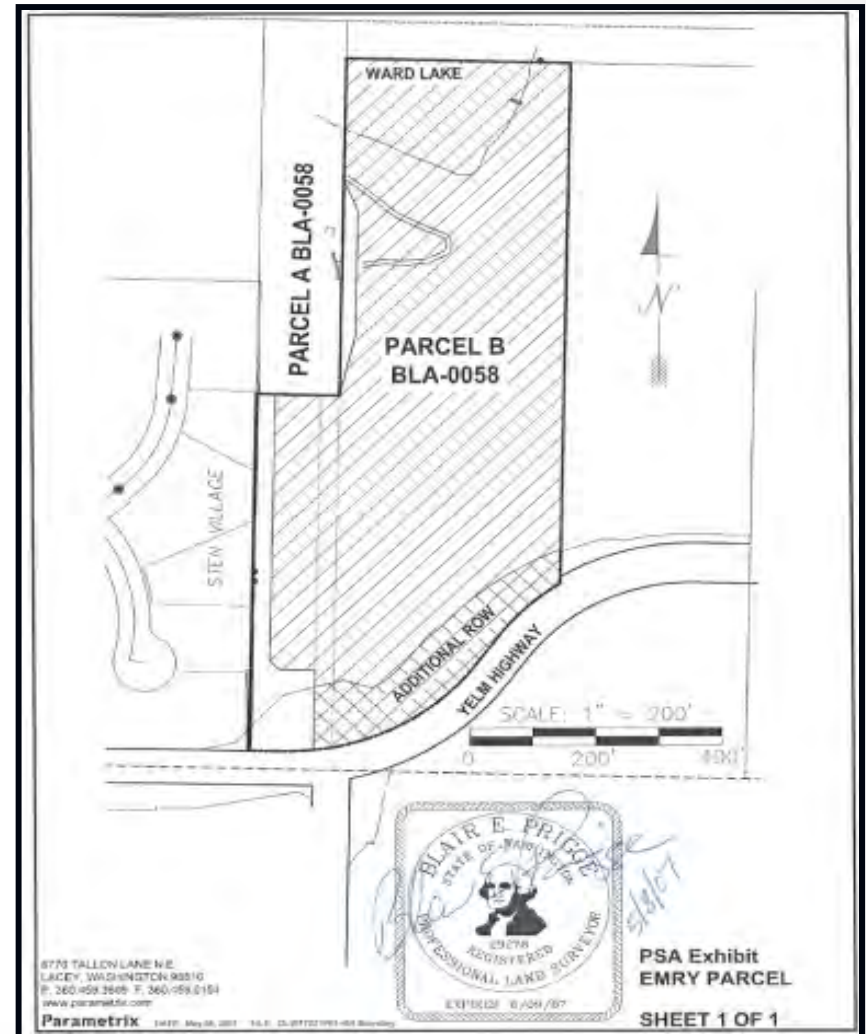
- Depict where the predominant service audience lives
- Are used to convey the need for your proposal



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## Parcel Maps

- Show parcels to be purchased in relationship to roads and other major landmarks.

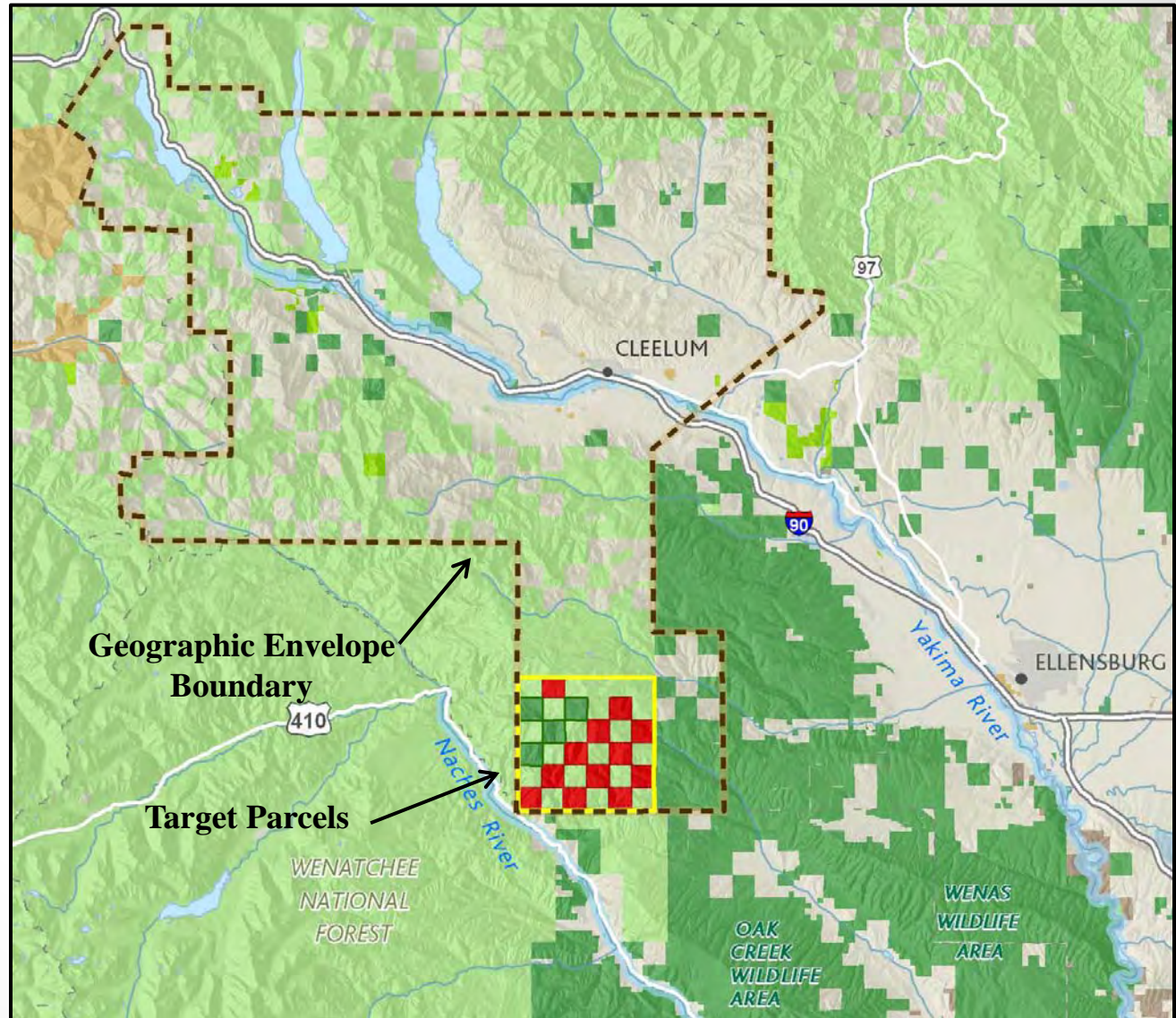




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## Multi-site Geographic Envelope Maps

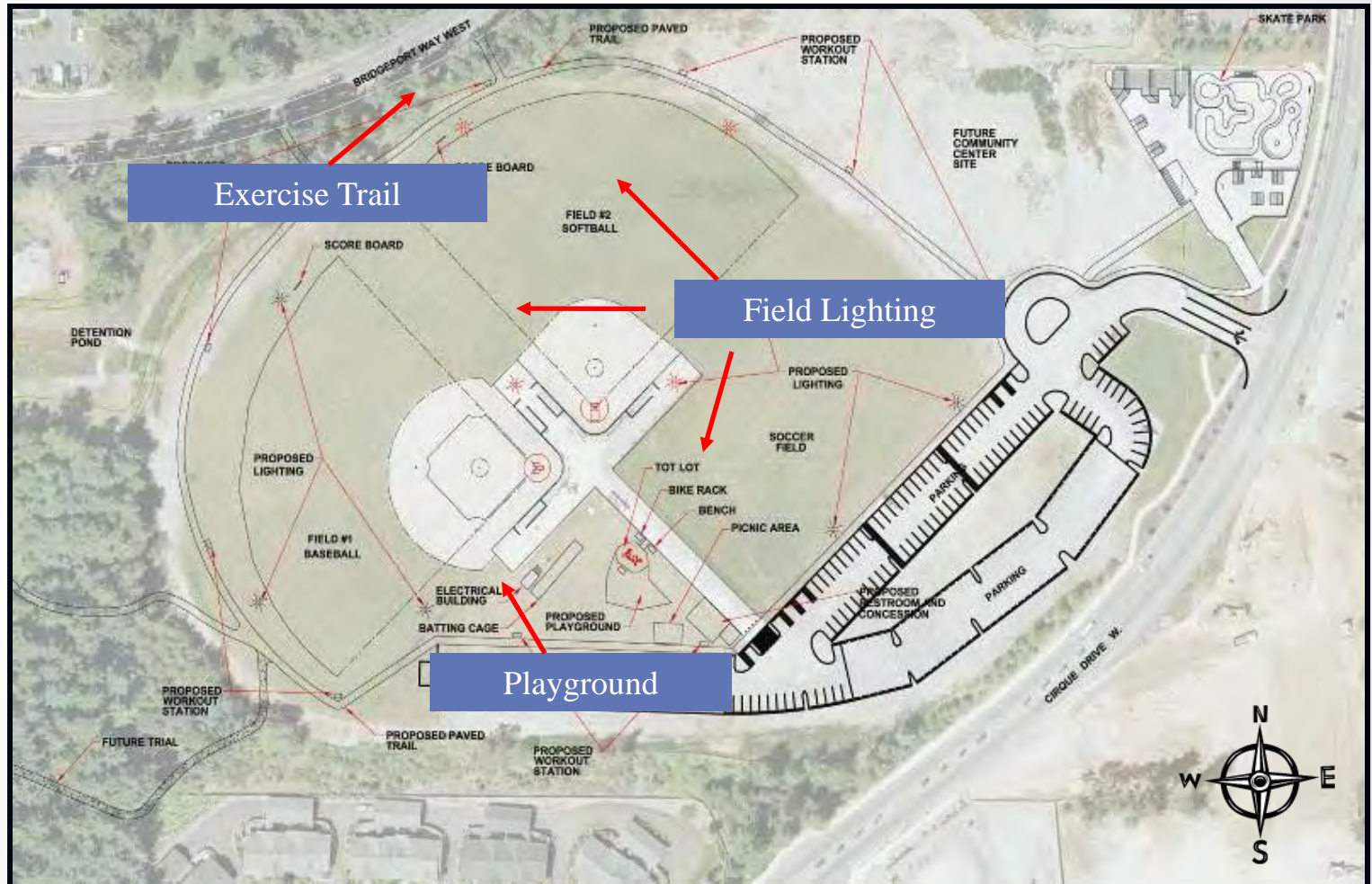
- Show the target parcels to be acquired within a larger landscape.



# RCO Grant Writing 101

## Site Plans

- Diagram of the scope of the project.





## Site Plans



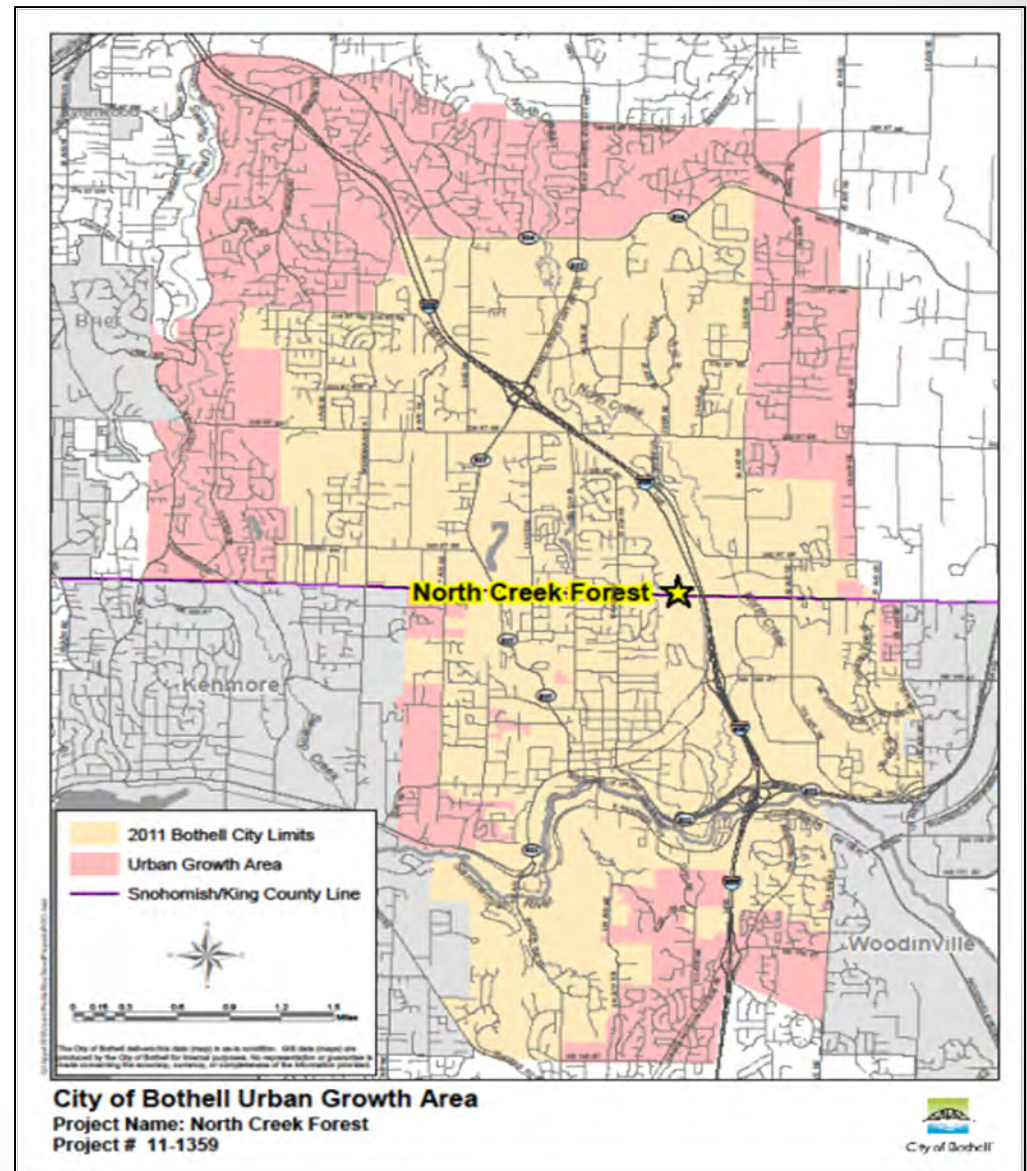


## Population

## Proximity Map

Used in the following grant programs:

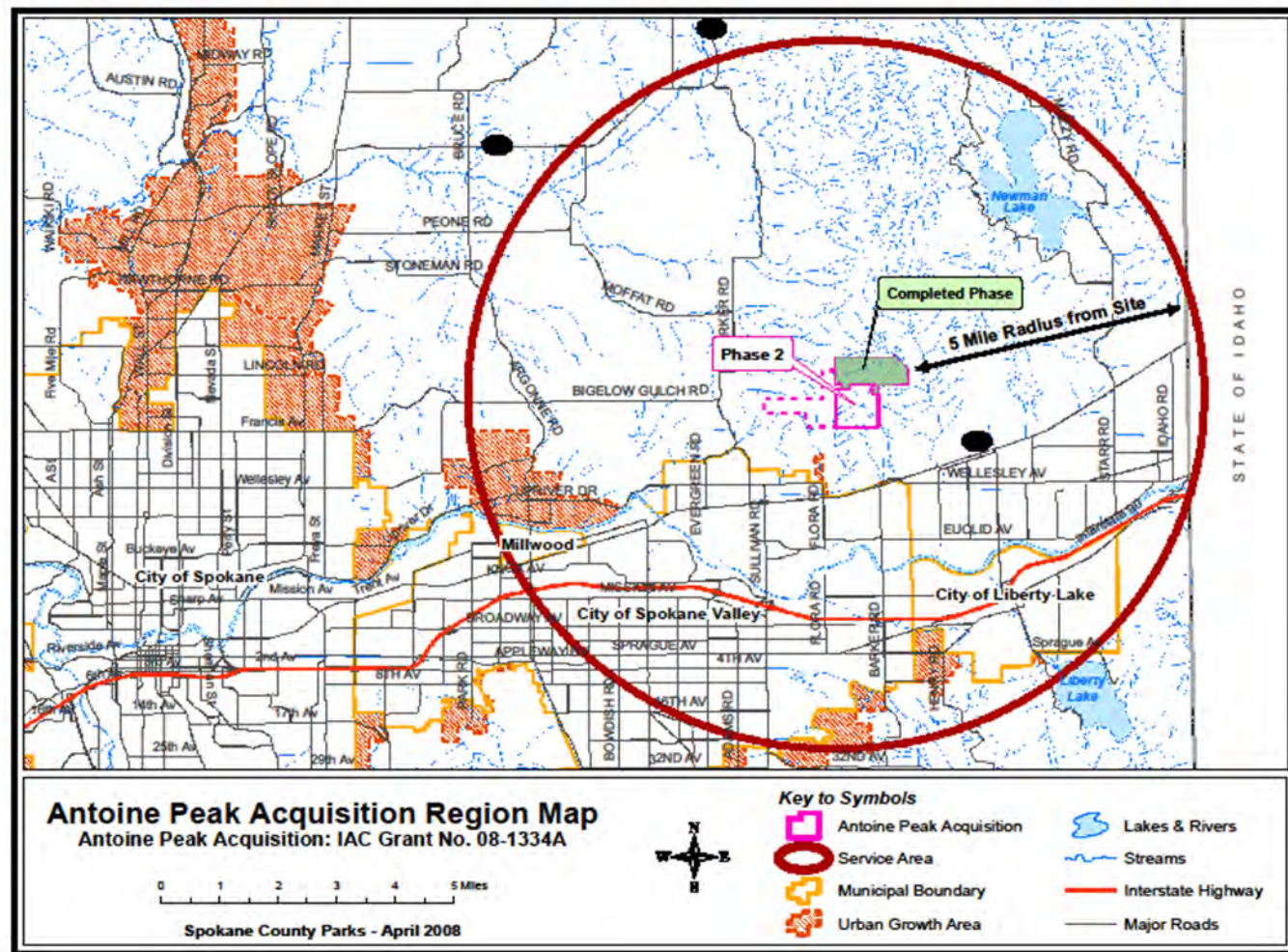
- Land and Water Conservation Fund (LWCF),
- Nonhighway and Off-road Vehicle Activities (NOVA),
- Washington Wildlife and Recreation Program (WWRP)
  - Local Parks,
  - State Parks,
  - Trails,
  - Water Access.





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## Population Map Urban Wildlife Habitat Grant Category *only*



## Photographs and Graphics

### GROUND SHOTS

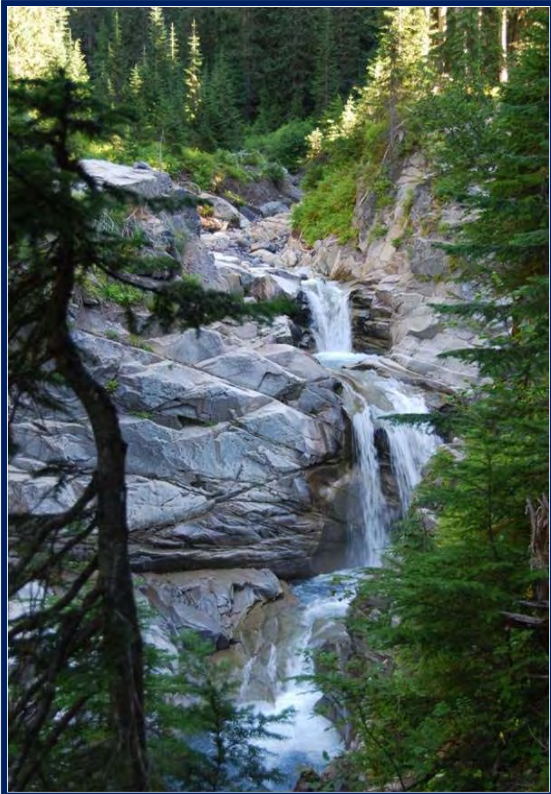
- Show existing site conditions.
- Help to demonstrate the need for the project.





## Photographs and Graphics

### GROUND SHOTS



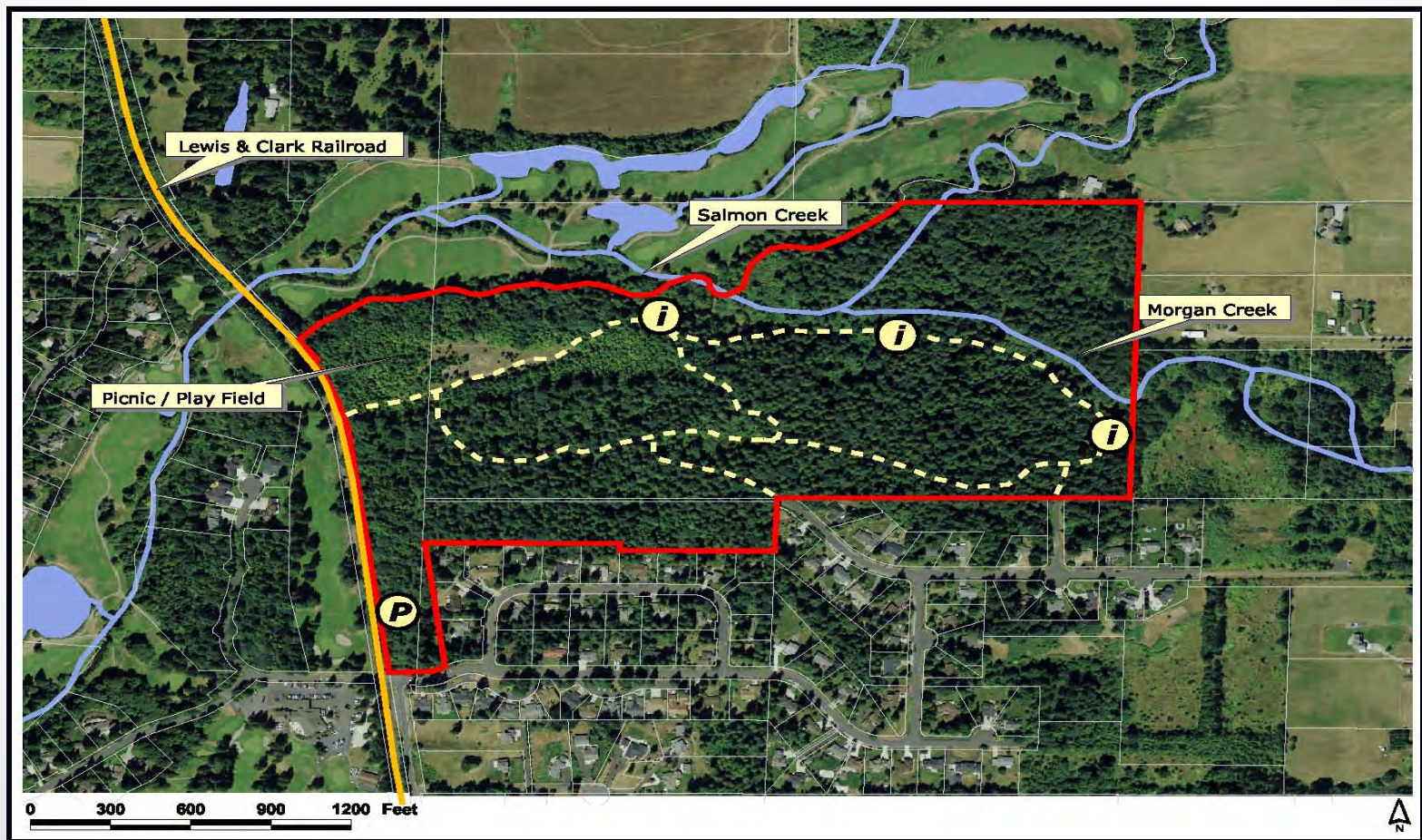


# RCO Grant Writing 101

## Photographs and Graphics

### AERIAL MAPS

- Show adjacent land uses
- Outline the project boundary
- Show existing development on site





## Photographs and Graphics

AERIAL MAP

Jared Park Acquisition  
RCO # 10-1414

C  
W  
City of  
Wrightwood

North Sound

Purchase 15  
Acres

N  
↑

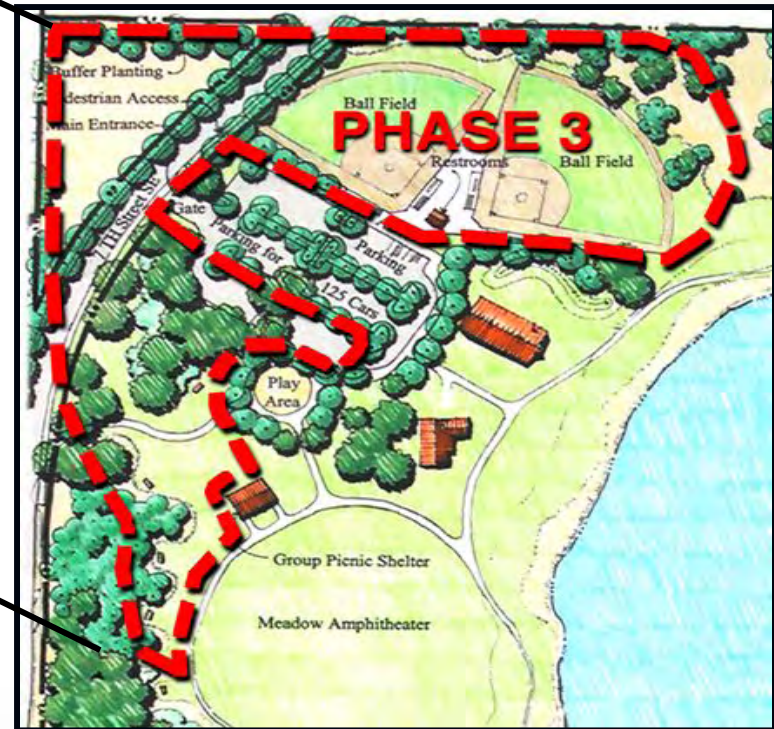
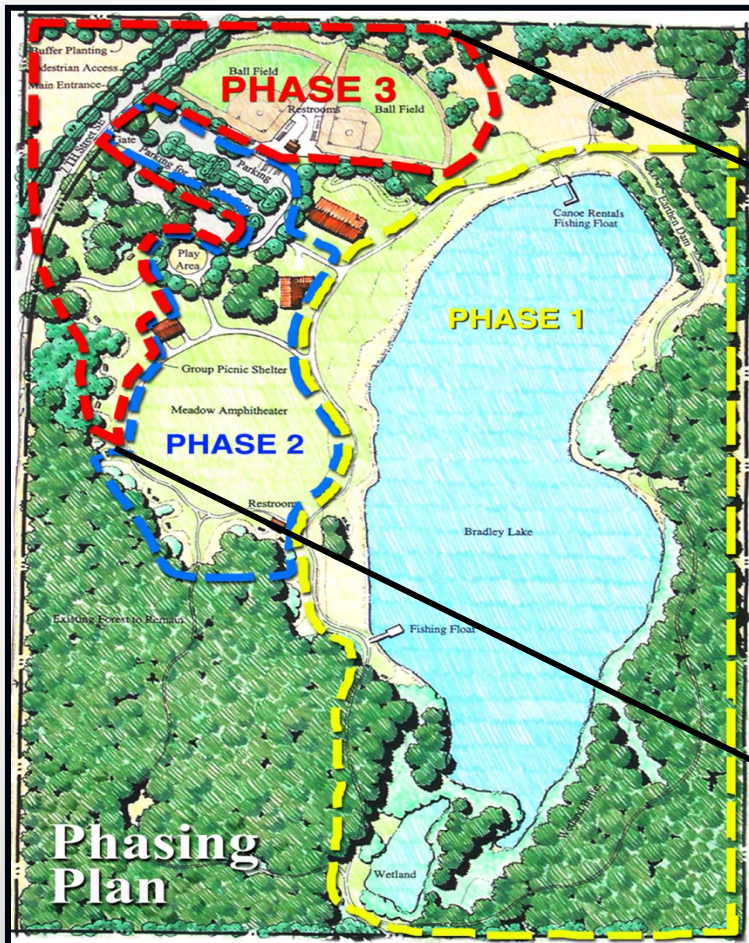




## Photographs and Graphics

### PROJECT PHASING MAPS

- Illustrate the different phases of a large scale project



## Delivering your In-Person Presentation

- Double check that RCO has received your presentation
- Be well rehearsed – practice your timing
- Anticipate questions
- Dress professionally
- Time your arrival, be early
- Bring your team (key members only)
- Understand the evaluators – No Bamboozles



## Six Tips for Success

1. Assemble your team of specialists.
2. Accurately scope your project.
3. Select the grant program and category in which your project will score well.
4. Consult your RCO grants manager early and often.
5. Gather community support.
6. Complete your application materials and project presentation early.



# RCO Grant Writing 101

## Contact Us

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