



# Grant Guidance

Thomas-Forbes & Kester, LLC

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“The skill of writing is to create a context in which other people can think.”

—Edwin  
Schlossberg

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## Congratulations

Congratulations to [John Brown University](#) for receiving a five-year, \$1.2 million Student Support Services grant from the Department of Education to continue to provide services to help low-income, first generation, and disabled college students succeed!

## For our Arkansas subscribers: Join us for the AFP NWA Summit!

The [Northwest Arkansas Chapter](#) of the Association of Fundraising Professionals is holding its annual Summit on September 9, 2010, 8:00 am-4:00 pm at the Jones Center in Springdale, Arkansas.

The Summit will feature 2 keynote speakers. John Hicks, CFRE, CEO/President of J.C. Geever, Inc. Development Consultants and President of the AFP Chapter of Greater New York, will speak in the morning keynote session about how we are in the midst of a great time to be a fundraiser.

Gail Perry, President of Gail Perry Associates and best-selling author of *Fired up Fundraising: Turn Board Passion into Action* and the Foundation Center's *Guide to Proposal Writing*, will speak in the afternoon on inspiring boards.

The summit will also feature 8 roundtable discussions on a variety of fundraising topics, including small shop organization, grant writing, CFRE certification, social media and others.

Afternoon breakout sessions will cover ethics case studies, prospect research, grant writing best practices, and board management.

This event will include a light breakfast and lunch. Registration is \$75 for AFP members and \$100 for guests. To register and for more information, visit the [Northwest Arkansas Chapter website](#) and download the registration form found in the lower right hand corner of the homepage. We hope to see you there!



**“Achieving certification can give you added credibility with bosses, clients, boards, colleagues, and donors.”**

## Preparing Your CFRE Application in Just Minutes

### By Cheryl L. Kester, CFRE

Becoming a Certified Fund Raising Executive (CFRE) is a smart professional step for many grants and other fundraising professionals. The CFRE requires broad fundraising and management skills and experience, making it a good option for those who work in small shops and have multiple responsibilities or for those who wish to keep their potential fundraising career options open.

The certification process requires both an application and an exam. This article focuses on the application and its requirements. Next month’s article will discuss the exam.

Creating a free user account at the CFRE website ([www.cfre.org](http://www.cfre.org)) so that you can access the application and review it yourself is the best way to begin. Your user account actually becomes the beginning of your application. Of course, you are not obligated to continue, and your information is strictly confidential, but this is the best way to get familiar with the application’s requirements.

The application is based on a point system—you are eligible to sit for the exam when you have earned enough points in four categories: professional practice, education, performance, and service.

Professional practice points are counted in terms of months. You must accrue the equivalent of 60 months (5 years) of full-time fundraising experience over an eight year period. This allows for time off between jobs or for the vagaries of a consulting practice. You earn education points for any degrees you hold as well as for attending continuing education, such as conferences, webinars, or other events that have been approved to offer CFRE credit. Approved events will advertise this with the CFRE logo. You earn performance points for how much money you have raised (1 point for every \$25,000) and service points through volunteer service that is not related to your job.

The application process is actually pretty simple. The best approach is to begin the application as soon as you are interested. Let’s say that you have been a fundraiser for three years. You can [start the application](#) online and enter your existing education points now before you have even met your required five years of experience. Then return to enter points earned from CFRE -approved conferences or workshops or when a grant gets funded. This takes just a few minutes at a time. The site calculates your points and lets you know what else remains before you may submit your application. There is no bonus or advantage to exceeding the minimum-required points in each category.

Next month we will discuss the exam. Those interested in a grants-specific certification may wish to consider the GPCI, which requires a similar application and exam process, but is focused on grants only. More information on the GPCI is available at [www.grantcredential.org](http://www.grantcredential.org).

(This article is based upon “Prepare for your CFRE Certification in Just Minutes,” which appeared in *Grants & Foundation Review* October 28, 2003, but contains updated and new or re-written content.)

## Join us for the AAGP National Conference!

It is not too late to [register](#) for the American Association of Grant Professionals Annual Conference, [Treasures in the Sand](#), which is taking place November 3-6 of this year at St. Pete Beach, Florida!

This conference will host more than 700 grants professionals from around the country and offer 50 workshop sessions on a variety of grants-related topics. This year's keynote speaker will be Eileen Heisman, ACFRE, President & CEO of the National Philanthropic Trust.

TFK will be presenting three workshops this year at the AAGP National Conference (listed at right). We hope to see you there!

### **Presentation Pearls of Wisdom**

Barbara Putman and Melanie Palmer  
Thursday, November 4, 1:45-3:15pm

### **W2=BO!!! (Webinars + Workshops = Business Opportunities!)**

Linda Butler and Cheryl L. Kester  
Friday, November 5, 8:30-10:00am

### **“Who Me?” or Maybe “Why Me?”: The Grant Professional’s Role in Post-Award Management**

Cheryl L. Kester  
Saturday, November 6, 9:30-11:15am

For more information on these sessions, visit the [conference workshop schedule online](#).

## Grants Questions Answered

**Q.** I am preparing a federal grant proposal and there are contradictions in the guidance. What do I do?

**A.** Unfortunately, this is a common problem. Often guidance for federal programs contains contradictory instructions in different places (for example, single vs. double space or different questions to be answered in the narrative). The best thing to do is to call the program officer and ask which is correct. If you cannot get a clear answer from the PO, there are a few general approaches to take. If it is a contradiction between the review criteria and information asked for elsewhere in the guidance, always go with the review criteria, as this is what the readers will be using to score your application. For formatting contradictions, go with the “safest” method (double instead of single space, for example). You don’t want to risk having your proposal thrown out of the competition. Also, if you have colleagues with experience in the program, you can ask them for advice.



Have a question?  
Send it to Melanie  
to include in next  
month's newsletter!

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Codes of Ethics of :



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Please visit our website for more information: [www.tfkgrants.com](http://www.tfkgrants.com).

You may request to be removed from our newsletter mailing list at any time by sending an email to [melanie@tfkgrants.com](mailto:melanie@tfkgrants.com).

## Upcoming Grant Opportunities

### State Farm Youth Advisory Board

1 State Farm Plaza  
Bloomington, IL 61710  
Contact: Matthew Maloney  
Tel: 309-766-7554  
Email: [yab@statefarm.com](mailto:yab@statefarm.com)  
Grant Range: \$25,000—\$100,000  
Deadline: TBA (check website in August)  
*Giving to youth service-learning projects in the areas of Drivers' Safety, Access to Higher Education, Financial Literacy, Disaster Preparedness, and Environmental Responsibility*  
To apply, visit [State Farm Youth Advisory Board](http://StateFarmYouthAdvisoryBoard.org) online.

### Kresge Fdn. Arts and Culture Program

Tel: 248-643-9630  
Email: [info@kresge.org](mailto:info@kresge.org)  
Grant Range: max \$1,000,000  
Deadline: September 15, 2010  
*Giving for Facility Investments and Building Reserves grants to strengthen the financial health of arts and cultural organizations*  
To apply, visit [Kresge Foundation](http://KresgeFoundation.org) online.

### Sparkplug Foundation

P.O. Box 20956  
New York, NY 10025  
Tel: (877) 866-8285  
Email: [info@sparkplugfoundation.org](mailto:info@sparkplugfoundation.org)  
Grant Range: \$4,000—\$10,000  
Deadline: October 29, 2010  
*Giving to start-up projects in the fields of music, education, and grassroots organizing, and also to sustainable energy and Gulf Coast reconstruction democracy*  
For more information, visit the [Sparkplug Foundation](http://SparkplugFoundation.org) online.

### HRSA Rural Health Network Planning Grant

Contact: Eileen Holloran  
Tel: 301-567-0495  
Email: [eholloran@hrsa.gov](mailto:eholloran@hrsa.gov)  
Grant Range: up to \$85,000  
Deadline: October 8, 2010  
*Funding planning projects focused on the development of an integrated health care network*  
To apply, visit [grants.gov](http://grants.gov), FOA #HRSA-11-085