Where’s the money coming from?

Best practices for financial stewardship

Micki McNaughton
What happens next??
Financial Planning

• Planning and design
• Plants for restoration
• Implementation
• Maintenance
• Monitoring
• Reporting

Grant-writing?

Stretch those dollars!
• Goals & Objectives
• Strategy
• Mission & Vision

Stretch those dollars!
**SMART**

**Specific**
Who, What, Where, When, Why, Which

Define the goal as much as possible with no ambiguous language.

WHO is involved, WHAT do I want to accomplish, WHERE will it be done, WHY am I doing this (reasons, purpose), WHICH constraints / requirements do I have?

**Measurable**
From and To

Can you track the progress and measure the outcome?

How much, how many, how will I know when my goal is accomplished?

**Attainable**
How

Is the goal reasonable enough to be accomplished? How so?

Make sure the goal is not out of reach or below standard performance.

**Relevant**
Worthwhile

Is the goal worthwhile and will it meet your needs?

Is each goal consistent with other goals you have established and fits with your immediate and long term plans?

**Timely**
When

Your objective should include a time limit. “I will complete this step by month/day/year.”

It will establish a sense of urgency and prompt you to have better time management.
"His path-planning may be sub-optimal, but it's got flair."
Investigating grants

• Federal

• State

• City/county/local

• Foundations
Think “outside the bark”...

Ecological Restoration

Heritage/Historic Landscapes

Environmental Justice

Community Resilience

Building Community

Urban Renewal

Water Quality Stormwater Management

Health & Welfare

Fish & Wildlife
Can you connect your organization’s vision to the goals of the grantor?

Is there enough in the “pot” to make it worthwhile for your organization?

- May be worth hiring a grant-writing specialist for BIG grants...
Looking for grants
in all the right places...

• Read the grant description *thoroughly* for important details, dates, etc.

• Does this work for your organization?

• Are the reporting requirements reasonable for your organization?
Grant-writing 101

• Strong vision statement
• Well-thought-out and well-developed workplan
• Storyline
• Broad-ranging partnerships
Tips & Tricks
Tip #1: READ THE APPLICATION PACKET!!!

- Eligibility
- What constitutes a complete application
- Application format
- Application due date

READ THE APPLICATION PACKET!!!
Tip #2: Tight narrative

- NO ACRONYMS without definition
- Concise
- Accurate
- SPEAK TO THE GRANTOR’S CONCERNS
- Tell your story
Tip #3: Fine-tune

• Meet all application requirements
• Proofread
• Meet required dates
• Include a rudimentary budget

➢ NO ACRONYMS!
Tip #4: Follow up

If you get the grant:

• Signature authority

HOORAY!

• Next steps

• Critical dates
If you DON’T get the grant:

• Find out why
• What could strengthen it?
• Practice!
Our planet and I thank you for your attention today!