

## Section 2. Funding Resources

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### **Section at a Glance**

- *State Administered Programs (state and federal funds)*
- *Technical and Planning Assistance (federal and foundations)*
- *Foundations*
- *Searchable Databases and Bibliographies*
- *Further Information*

Organization, focus and flexibility are very important in the fundraising arena. The following listing of potential funding sources should help you get started.

Many granting programs maintain Internet sites. The sites offer a variety of grant seeking and fundraising resources.

Be prepared to expand this section of your Resource Guide by adding fundraising

articles, database searches and granting agency information. This handy reference section will make it easier to develop project specific grant requests.

This section should assist you in locating funds for technical assistance, planning, acquisition and development. Should you locate additional sources to share, please contact Alexandra Weiss at [alexandra.weiss@dep.state.fl.us](mailto:alexandra.weiss@dep.state.fl.us). Include primary contact and comments regarding your funding experience with the granting organization.

Tailoring your project to a funding source is extremely important. Read the fine print very carefully. If your project does not fit, move on to another source. Sometimes a smaller portion of your overall program may suit a particular grantor. If so, be willing to phase your project. Reviewing an organization's previously funded project information will assist you in developing your next proposal.

Many grant seekers will tell you, "money gets money." Once you have received funding from a reputable source, your credibility has increased many fold. Patience, attention to detail and willingness to spend time for your worthy cause will pay off in the end.

Best of luck with your funding search.

## State Administered Programs

### ACQUISITION

#### **Program: FLORIDA GREENWAYS & TRAILS ACQUISITION PROGRAM**

Office of Greenways and Trails (OGT), Florida Department of Environmental Protection

#### **Eligible Types of Projects:**

Acquisition of lands to be used for greenways and trails

#### **Eligible Applicants:**

Private individual, organization, coalition or local governmental entity

#### **Purpose of Funding:**

To acquire components within the statewide greenways and trails system as identified on the OGT Recreational Trails Prioritization Maps.

#### **Funding Structure:**

Approximately \$4.5 million annually through Florida Forever. No cap on award, no match is required.

#### **Submission Period:**

Typically once a year; time of year varies. See contact below for details on upcoming cycle.

#### **Application Process:**

Prior to submittal of an Application for Acquisition of Land, an applicant must first apply for and receive a Certificate of Eligibility. A Certificate of Eligibility will be approved if the proposed project meets the following criteria:

- The project meets the definition of a greenway or trail as defined in Chapter 260, F. S.
- The planned project corridor is located within or adjacent to at least one opportunity segment on one or more of the Recreational Trails Prioritization Maps
- At least 80 percent of the planned project corridor has a landowner willing to negotiate
- The project has a willing manager

After receiving the signed Certificate of Eligibility from OGT, the applicant can then submit an Application for Acquisition of Land during an announced open cycle. Projects are then evaluated based upon the following criteria:

- The rank (high, medium, or low) assigned to the project based on the Recreational Trails Prioritization Maps

- The percentage of any matching funds available or committed to the project
- The percentage of acreage that is proposed for less-than-fee acquisition
- Ecological values
- Recreational attributes
- Historical and cultural resources

Following the evaluation of the application, OGT staff makes a recommendation to the Florida Greenways and Trails Council (FGTC) regarding which acquisition group the project should be placed in:

- Group A: Those projects proposed for approval that will receive the highest priority for acquisition, based on the criteria listed above.
- Group B: Those acquisition projects proposed for approval that are considered by OGT to be important, but not of the highest priority, based on the criteria above.

The final grouping for a given project will be based upon a majority vote of the FGTC members present at the acquisition ranking meeting. Following the FGTC's vote, staff then forwards the list of projects to the Secretary of the Department of Environmental Protection for approval and/or modification.

**Administering Agency and Contact:**

Cindy Radford  
Florida Department of Environmental Protection  
Office of Greenways and Trails  
3900 Commonwealth Boulevard, MS 795  
Tallahassee, Florida 32399-3000.  
Phone: (850) 245-2052 or SC 205-2052  
E-mail: [cynthia.radford@dep.state.fl.us](mailto:cynthia.radford@dep.state.fl.us)  
Web: <http://www.FloridaGreenwaysAndTrails.com>

**Program: FLORIDA COMMUNITIES TRUST PROGRAM**

Florida Department of Community Affairs (DCA)

**Eligible Types of Greenway or Trail Projects:**

Acquisition of lands to be used for greenways, trails and related access locations

**Eligible Applicants:**

Municipal and county governments and nonprofit organizations

**Purpose of Funding:**

Land acquisition grants for community based projects, parks, open spaces that further the outdoor recreation and natural resource protection needs identified in local government comprehensive plans. The program is intended to:

- Emphasizes funding in low-income or otherwise disadvantaged communities
- Direct at least 30% of its funding to projects in Metropolitan Areas and half of that amount within the built-up urban area
- Use no less than 5% to acquire lands for recreational trail systems

**Funding Structure:**

Approximately \$66 million with a minimum of 5% used for recreational trail systems. Maximum award is 10% of program allocation, e.g. \$6.6 million.

**Administering Agency and Contact:**

Florida Department of Community Affairs  
2555 Shumard Oak Boulevard  
Tallahassee, Florida 32399-2100  
Phone: (850) 922-2207 or SC 292-2207  
Web: <http://www.dca.state.fl.us/ffct>

## **ACQUISITION AND DEVELOPMENT**

### **Program: FLORIDA RECREATION DEVELOPMENT ASSISTANCE PROGRAM (FRDAP)**

Bureau of Design and Recreation Services, Division of Recreation and Parks, Florida Department of Environmental Protection

### **Eligible Types of Greenway or Trail Projects:**

Acquisition or development of lands for recreational trails, including motorized projects

### **Eligible Applicants:**

Municipal or county governments or other legally constituted entities with legal responsibility to provide public outdoor recreation

### **Purpose of Funding:**

Acquisition or development of land for public outdoor recreation use

### **Funding Structure:**

The amount available is announced at the start of each submission cycle. The maximum award is typically \$200,000, which may be divided amongst three categories – acquisition, development and trails.

### **Matching Ratios:**

- 0% match - \$50,000 or less
- 25% match - \$50,001 - \$150,000
- 50% match -over \$150,000

### **Administering Agency and Contact:**

Division of Recreation and Parks  
Office of Information and Recreation Services  
3900 Commonwealth Boulevard, MS 500  
Tallahassee, Florida 32399-3000  
Phone: (850) 245-2501 or SC 205-2150  
Web: <http://www.dep.state.fl.us/parks/bdrs/default.htm>

**Program: LAND AND WATER CONSERVATION FUND PROGRAM (LWCF)**  
Bureau of Design and Recreation Services, Division of Recreation and Parks, Florida  
Department of Environmental Protection

**Eligible Types of Greenway or Trail Projects:**  
Acquisition or development of lands for recreational trails

**Eligible Applicants:**  
Municipal or county governments or other legally constituted entities with legal responsibility to provide public outdoor recreation

**Purpose of Funding:**  
Acquisition or development of land for public outdoor recreation use

**Funding Structure:**  
Annual appropriation from Congress to the states is approximately \$3.8 million.  
Maximum award is \$200,000 with a 50:50 match ratio.

**Special Conditions and Other Information:**  
Administered per Chapter 62D-5, Part VII and the *Land and Water Conservation Fund Manual* per the Land and Water Conservation Fund Act of 1965. As such, all projects must go through the Clearinghouse Process prior to proceeding.

The Section 6(f) boundary provides protection of the project site in perpetuity. This protection is the cornerstone of the LWCF program.

All projects must implement the *Statewide Comprehensive Outdoor Recreation Plan*, which can be downloaded at <http://www.dep.state.fl.us/parks/planning/parkplans/SCORP-2000.pdf>.

**Administering Agency and Contact:**  
Division of Recreation and Parks  
Office of Information and Recreation Services  
3900 Commonwealth Boulevard, MS 500  
Tallahassee, Florida 32399-3000  
Phone: (850) 245-2501 or SC 205-3181  
Web: <http://www.dep.state.fl.us/parks/bdrs/default.htm>

## **DEVELOPMENT**

### **Program: RECREATIONAL TRAILS PROGRAM (RTP)**

Office of Greenways and Trails, Florida Department of Environmental Protection in coordination with the U.S. Department of Transportation, Federal Highway Administration

### **Eligible Types of Projects:**

Projects that construct, renovate or maintain recreational trails, trailhead and trailside facilities and the purchase of trail construction or maintenance equipment

### **Eligible Applicants:**

Municipal or county governments, state or federal agencies, recognized state and federal Indian tribal governments and nonprofit organizations approved by the state

### **Purpose of Funding:**

Funding motorized, non-motorized or diverse (i.e. two or more types of trail activities, motorized and/or non-motorized) recreational trail projects

### **Funding Structure:**

Approximately \$1.2 million available annually. 30% motorized, 30% non-motorized, 40% allocated for diverse projects. A sponsor match is required per the administrative rule.

### **Submission Period:**

Annually – usually scheduled for January each calendar year

### **Special Conditions and Other Information:**

Program is administered per Chapter 62S-2, Florida Administrative Code (*Appendix D*).

The Recreational Trails Program Advisory Committee evaluates projects. The Priority List is submitted to the Secretary of the Florida Department of Environmental Protection for approval prior to submittal to the Federal Highway Administration for final approval.

The LWCF Section 6(f) protection can be afforded to the project sites, should the land managing agency choose.

Environmental and cultural impacts are evaluated through the Project Development & Environment (PD&E) process.

A grant implementation workshop is typically conducted in August for all project sponsors.

### **Administering Agency and Contact:**

Alexandra H. Weiss  
Florida Department of Environmental Protection

Office of Greenways and Trails  
3900 Commonwealth Boulevard, MS 795  
Tallahassee, Florida 32399-3000  
Phone: (850) 245-2052 or SC 205-2052  
E-mail: [alexandra.weiss@dep.state.fl.us](mailto:alexandra.weiss@dep.state.fl.us)  
Web: <http://www.FloridaGreenwaysAndTrails.com>

**Program: TRANSPORTATION ENHANCEMENT PROGRAM – LOCAL**

**Eligible Types of Projects:**

Bicycle and pedestrian facilities

**Eligible Applicants:**

Federal, state or local governments

**Purpose of Funding:**

Transportation-related activities designed to strengthen the cultural, aesthetic and environmental aspects of Florida's inter-modal transportation system

**Funding Structure:**

Approximately \$45 million allocated among seven FDOT districts. No cap on the award, and no match required.

**Submission Period:**

See contact below

**Administering Agency and Contact:**

Local Metropolitan Planning Organizations (MPO). Visit <http://www.dot.state.fl.us/emo/enhance/mpomap.pdf> for a list of local MPO contact information.

**Program: TRANSPORTATION ENHANCEMENT PROGRAM – STATEWIDE**

**Eligible Types of Projects:**

Bicycle and pedestrian facilities

**Eligible Applicants:**

State and federal governments

**Purpose of Funding:**

Transportation related activities designed to strengthen the cultural, aesthetic and environmental aspects of Florida's inter-modal transportation system

**Funding Structure:**

Approximately \$5 million annually. No cap on award, and no match required.

**Submission period:**

See contact below

**Administering Agency and Contact:**

Florida Department of Transportation

Phone: (850) 414-5269

Web: <http://www.dot.state.fl.us/emo/enhance/enhance.htm>

**Program: FLORIDA BOATING IMPROVEMENT PROGRAM**

Division of Fresh Water Fisheries, Fish and Wildlife Conservation Commission

**Eligible Types of Projects:**

Motorized boating

**Eligible Applicants:**

County governments

**Purpose of Funding:**

Serve public motorized boating quality, recreational channel marking, public launching facilities, aquatic plant control and other boating related activities, such as restrooms and parking

**Funding Structure:**

\$1.25 million annually. In-kind match with weight given to match.

**Submission Period:**

See contact below

**Special Conditions and Other Information:**

This program is different than the FBIP program where funds go directly to the county, based on "FL" decal revenues.

**Administering Agency and Contact:**

Fish and Wildlife Conservation Commission

Division of Fresh Water Fisheries

620 South Meridian Street

Tallahassee, Florida 32399-1600

Phone: (850) 488-0331

Web: <http://myfwc.com/law/fbip/>

## Technical Assistance

### **Program: RIVERS, TRAILS AND CONSERVATION ASSISTANCE PROGRAM (RTCA)**

National Park Service, U.S. Department of the Interior

#### **Eligible Types of Projects:**

Provides staff assistance for river, trail and conservation projects. Selected projects have included conceptual plans for trail corridors, river corridor plans, and statewide river assessments.

#### **Eligible Applicants:**

State and local governments, citizen activist groups and nonprofit organizations. We recommend that you contact the administering agency (see contact below) to discuss your interest and seek guidance before applying.

#### **Purpose of Funding:**

Greenway planning and the protection of open space

#### **Funding Structure:**

Technical assistance only as no direct funds are available. However, this program will provide help in locating funding from other sources.

#### **Submission Period:**

Project application letters are typically due during July or August.

#### **Special Conditions and Other Information:**

Projects are selected if they protect significant resources, achieve tangible results, incorporate public involvement during the planning process and serve a large number of people.

#### **Administering Agency and Contact:**

National Park Service  
Rivers, Trails & Conservation Assistance Program  
Florida Field Office  
665 South Orange Ave. Sarasota, FL 34236  
Phone: (941) 330-8047  
Web: <http://www.nps.gov/rtca>

**Program: BIKES BELONG COALITION**

**Eligible Types of Projects:**

Bicycle facilities

**Eligible Applicants:**

Local organizations, governmental agencies and citizens

**Purpose of Funding:**

To assist locals in developing bicycle facilities projects that will be funded by TEA-21, the Transportation Equity Act for the 21<sup>st</sup> Century

**Funding Structure:**

Grants up to \$10,000 each, and will consider successor grants for continuing projects

**Submission Period:**

Funding decisions are made on a rolling basis.

**Administering Agency and Contact:**

Bikes Belong Coalition

368 Beacon Street, Suite 102

Brookline, MA 02446-2800

Phone: (617) 734-2800

Web: <http://www.bikesbelong.org/>

## **Program: CHALLENGE AMERICA FAST TRACK GRANTS**

National Endowment for the Arts

### **Eligible Types of Projects:**

Trail planning and design as may be found in:

- Community arts development activities that use the arts as a focus for the development of cultural tourism and cultural districts.
- Efforts to make a community more livable by addressing civic design issues, such as the preliminary planning for the design of buildings or public spaces, or the design for restoration of historic structures.
- The development of community cultural plans. Partners come together around an issue, set priorities, determine resources, and ultimately, create an action plan.
- The use of new technology to promote and market the arts to a wide audience.

### **Eligible Applicants:**

Partnerships that involve the arts and non-arts sectors. Each partnership must have a lead organization that submits the application and assumes full responsibility for the grant. This lead organization may be an arts organization or some other nonprofit or governmental entity that can help advance the goals of Challenge America.

### **Purpose of Funding:**

Challenge America's communities to build partnerships and expand understanding about the vital role of the arts in enhancing national creativity, community spirit, and the preservation of our living artistic cultural heritage

### **Funding Structure:**

400 grants of \$5,000 or \$10,000. All grants must be matched 1:1.

### **Submission Period:**

See contact below

### **Special Conditions and Other Information:**

Targeted to rural or underserved communities. An underserved area is defined by geographic isolation and/or limited access to quality arts resources and programs. Priority areas in the Challenge America Fast Track Grants may change from year to year. Incorporating the arts into trail projects has much support from the NEA.

### **Administering Agency and Contact:**

Challenge America Fast Track Grants

National Endowment for the Arts

Nancy Hanks Center, Room 726

1100 Pennsylvania Avenue, NW

Washington, DC 20506-0001

Phone: (202) 682-5700

Web: <http://www.nea.gov/grants/apply/GAP05/ChallengeAmerica.html>

**Program: AMERICAN GREENWAYS KODAK AWARDS PROGRAM**

The Conservation Fund and Eastman Kodak Company

**Eligible Types of Projects:**

Seed money to stimulate greenway planning and design

**Eligible Applicants:**

Community-based organizations, including local, regional and statewide nonprofits

**Purpose of Funding:**

Support pioneering work in linking the nation's natural areas, historic sites, parks and open space

**Funding Structure:**

\$500 to \$2,500

**Submission Period:**

See contact below

**Administering Agency and Contact:**

American Greenways Coordinator

The Conservation Fund

1800 North Kent Street, Suite 1120

Arlington, Virginia 22209

Phone: (703) 525-6300

Web: <http://www.conservationfund.org/>

**Program: LEADERSHIP AND ENHANCE ASSISTANCE PROGRAM (LEAP)**  
Environmental Support Center (ESC)

**Eligible Types of Projects:**

Training of nonprofit, environmental organization boards. Consultant and trainers; tuition or fees to attend a course, workshop, seminar or similar types of training.

**Eligible Applicants:**

501(c)(3) nonprofit organizations

**Purpose of Funding:**

Assistance is in the form of a consultant, trainer, workshop, classroom or other educational format that offers an organization the opportunity to build or improve its capacity in areas such as: strategic planning, fundraising, board development, diversity, financial management, communications, membership, evaluation, leadership development, human resources, technology and marketing.

**Funding Structure:**

Average subsidy of \$10,000

**Submission Period:**

See contact below

**Special Conditions and Other Information:**

ESC's goal is to improve the environment in the United States by enhancing the health and well-being of local, state and regional organizations working on environmental issues.

Other programs include:

- Training and Organizational Assistance Program
- Technology Resources Program
- Workplace Solicitation Program
- Environmental Loan fund
- State Environmental Leadership Program

**Administering Agency and Contact:**

LEAP Manager

1500 Massachusetts Avenue, NW Suite 25

Washington, DC 20005

Phone: (202) 331-9700

Web: <http://www.envsc.org/>

## Foundations

**Program: NATIONAL TRAILS FUND**

American Hiking Society (AHS)

**Eligible Types of Projects:**

Acquisition, development, building constituencies

**Eligible Applicants:**

501(c)(3) nonprofit organizations

**Purpose of Funding:**

Protecting hiking trails. Grassroots efforts to save trail lands and build and maintain foot paths.

**Funding Structure:**

\$20,000 available for 2005

**Submission Period:**

November of calendar year. Awards posted the following March.

**Special Conditions and Other Information:**

Members of the Alliance of Hiking Organizations receive extra points.

**Administering Agency and Contact:**

National Trails Fund

American Hiking Society

1422 Fenwick Lane

Silver Spring, Maryland 20910

Phone: (301) 565-6704 x208

Web: <http://www.americanhiking.org/alliance/fund.html>

**Program: THE CONSERVATION ALLIANCE**

**Eligible Types of Projects:**

Active campaigns with quantifiable, specific goals or action plans

**Eligible Applicants:**

Grassroots citizen action groups

**Purpose of Funding:**

Protection of wild and natural areas

**Funding Structure:**

Each grant is about \$35,000

**Submission Period:**

See contact below

**Administering Agency and Contact:**

Kelty Pack, Inc.

6235 Lookout Road

Boulder, CO 80301

Phone: (303) 262-3333

Web: <http://www.conservationalliance.com/index.m>

## Searchable Databases and Bibliographies

The following searchable databases and bibliographies should get you started on your Internet funding search. Be prepared to print out some great articles and results of your queries.

### **The Chronicle of Philanthropy**

<http://www.philanthropy.com/>

Both the hardcopy and Internet version of this publication, known as the “newspaper of the nonprofit world” provides much information about who is giving what. In addition, articles on grant writing, managing nonprofit groups and general fundraising can be found on a regular basis.

The Chronicle of Philanthropy is considered one of the premier sources of funding information. It is a subscriber service, but some information is available without a subscription, including grant deadlines.

### **The Foundation Center**

<http://www.fdncenter.org/>

The mission of this nonprofit organization is to foster public understanding of the foundation field by collection, organizing, analyzing and disseminating information on foundations, corporate giving and related subjects. This site offers excellent guidance to seeking grant support from foundations. Plan on spending some time going through their *Orientation for Nonprofits* section.

### **GuideStar**

<http://www.guidestar.org/>

Don't let the site's subtitle, *The Donor's Guide to the Charitable Universe*, dissuade you. This is another good site to obtain how-to grant writing information. Excellent information on how to best present your organization to potential donors. And, the site includes information on all IRS-registered 501(c)(3) nonprofits. Check to make sure your organization is listed correctly - GuideStar encourages updates.

### **Trails and Greenways Clearinghouse**

<http://www.trailsandgreenways.org/>

A great wealth of information. The Clearinghouse provides technical assistance, information resources and referrals to trail and greenway advocates. Includes a “tools” section to assist in planning, design, grassroots advocacy and funding searches.

### **Red Lodge Clearinghouse**

<http://www.redlodgclearinghouse.org/resources/search.asp>

The Red Lodge Clearinghouse is a searchable database of grants, cost sharing, and technical assistance available for natural resource projects. Although their primary focus is the western United States, many nationwide foundations may be located via the search engine. Click on “All States,” then note your areas of interest.

**Funds Net Services**

<http://www.fundsnet services.com/florida.htm>

This database lists foundation giving by state. Be careful with the “print” command. A Florida query can result in over 1000 pages of possible funding sources. Hyperlinks are provided to the individual foundations.

**Catalog of Federal Domestic Assistance**

<http://12.46.245.173/cfda/cfda.html>

The information provided in the Catalog assists users in identifying programs that meet the specific objectives of the potential applicant, and to obtain general information on Federal assistance programs. Other features include tips for developing a proposal, links to the appropriate forms and information about changes in the programs listed.

**Environmental Grantmakers Association**

<http://www.ega.org/>

The EGA exists as a voluntary association of foundations and giving programs concerned with the protection of the natural environment. Membership in the EGA is open to all foundations and giving programs which act primarily as grant makers, not as grant seekers, and whose philanthropic purposes include the protection of the natural environment.

**Internet Nonprofit Center**

<http://www.nonprofits.org/>

The Internet Nonprofit Center provides information for and about nonprofit organizations.

## Checklist for Grant Writers

by Stuart H. Macdonald, State Trails Coordinator, Colorado State Parks

Writing grants, like any kind of writing, recalls the old saw about “10% inspiration and 90% perspiration.” While there is an element of strategy, writing successful grants generally depends more on meticulously following the grantors’ instructions and analyzing their true desires. Whether you are applying for funding of construction, training, advocacy efforts, or volunteer support, you will find that grant programs have the most significant aspects in common. Here is a checklist with important questions to ask when writing applications for grants:

1. Understand the needs of the grantors. Behind every grants program is a philosophy, an intent, or a law. These principles not only guide the distribution of funds, they provide a clear view of how to approach the application and where to concentrate your persuasive efforts.

- Find out about the granting organization and understand why they are giving away money.
- In return for grants, what do they want from you— publicity, leverage of funds, technical expertise?
- Who reviews the applications— a citizen board, the director, a gaggle of bureaucrats?
- Ask for examples of projects that have been funded recently, and even some that have been rejected; you’ll learn a lot about the desires of the grantor.

2. Develop your proposal to fit the application. You have a great idea, you've identified a need, and you've got the tools to make it work. And you have found a grantor who shares your goals. But you still have to make the specific items of your project match the funding guidelines.

- Make sure the major budget items in your project are clearly eligible for funding.
- Perhaps only part of your project is relevant to the funding opportunity; develop other ideas to fund the rest of the project and show the grantor how resourceful you are.
- Use the constraints of the grant opportunity to re-think your project.
- Be sure you really understand what is being asked for; don’t make assumptions.
- Most importantly, look at your project through the eyes of the grant reviewers.

3. Understand what eligibility requirements and regulations you must comply with. It's a waste of time to apply for grants whose requirements are beyond your resources.

- Be sure you know what you’re getting into, how much time the application itself will take.
- Can your organization commit to a contract and other legal requirements?
- The application process may take a long time; will your project be relevant and

ready to go six months or a year from now?

4. Get help and a second opinion. People don't flock to help with fundraising. If you're taking on the grant writing job, once you understand what it will take to put together a winning package, ask for the specific help you need.

- Enlist a good proofreader and critic; a semi-literate, confusing application is already halfway to the trashcan.
- Get someone who knows little or nothing about the project to read your application.
- If budgets confuse you, get someone competent to write or review it.
- Ask the grantors for help; they can't write the application for you but they would rather answer questions and even brainstorm with you than read a bad application later.

5. Bring your own resources to the table. Every grantor wants to see the maximum bang for the buck even when a match is not specified. Identify funds, partners, associated projects, volunteers, materials— anything that will help convey a sense of how far you will stretch the dollars you seek.

- Document the time and expenditures that go into the project beyond the actual funding you are requesting.
- Show that you have resources from a variety of places; the broader the support the better.

6. Show the public support for your project. Every project can benefit from grass-roots support and involvement.

- If you have a good project, everybody should be behind it; document the support.
- Think beyond the usual suspects; schools, senior citizens, other agencies, and a variety of people who don't think of themselves as "trail users" may be eager to support your project.
- Even if you're building an urban paved trail, volunteers can still help with cleanup, tree planting and bench building.

7. Help the reviewers really see your project. Like a good news story, your application should come alive in the minds of the reviewers. Help them visualize what you hope to accomplish.

- Will you be able to show slides at a presentation? Or include a few prints with your written application?
- Know your audience, and how much they know about your project and your goals.

8. Be clear and specific. Think through your own objectives and the work you are

proposing. Address each point of the application as a challenge to communicate.

- If you don't have a good answer for some of the questions, be honest and say so.
- Use bullets, or boldface type, or a list of key elements to convey the high points of your project, and don't bury them in paragraphs of verbiage.
- If you're invited to do a presentation, practice first, and stick to the point.
- Make the grant easy to read; use a reasonable-sized font and leave enough blank space.

9. Be concise. No matter how great your project is, the grant reviewers have a limited amount of time to spend poring over your materials. Don't waste their time or try their patience!

- Spend enough time to write a sparkling description of your project that states in the fewest possible words what it's about and why it's so great.
- Don't include voluminous attachments, unless you have a very good reason clearly stated in your application.
- Make every word convey an important point to the grant reviewer; if it's not relevant, leave it out. Use pictures, diagrams, plans, or maps instead of long, confusing descriptions.
- The history and war stories of your project are vivid to you, but a grant reviewer may not care; keep the background brief and focus on the work to be done.

10. Be complete. Can you be concise and still be complete? Yes! If you can't provide the information requested, call the grantor to be sure it is all right to send in without it.

Stuart Macdonald spent 17 years as State Trails Coordinator for Colorado and supervised the \$4 million annual trail grants program. He currently does park and trail-related website development and can be contacted at:

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Denver, CO 80220  
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