

Grants Office Services and Methodology

Industry Services

Benefits
Components
Strategies
Profile



GRANTS OFFICE
empowering communities

Grants Office, LLC
www.grantsoffice.com



Grants Office Services and Methodology

Benefits

we help our clients achieve more

Grants are part of the budget picture for nearly every public sector agency in the US. The federal government's 26 grantmaking agencies alone make approximately \$600 billion in grants each year, and much of that funding, as well as grants from state agencies and private foundations, is spent by awardees to purchase technology hardware, software, and services.

Grants support provided by companies that sell to the public sector can benefit the company as well as the customer, by:

- Creating customer budget for the grant-enabled sales of the company's products and services
- Enabling discovery of new sales opportunities during the course of grants consultation
- Providing added value and differentiation to customer relationships
- Increasing the share of grant funding spent on company products and services

Return on Investment

Grants Office tracks all its activities on client engagements and reports these activities, along with relevant outcome data, such as post-consultation grant awards and webcast registrations. Because each client's grants support program is configured differently, the ROI for a particular engagement will depend largely on the engagement model itself. ROI calculations that include grant-enabled sales also require the involvement of the client in tracking and reporting sales connected to customer grant support. This is commonly achieved by such means as requiring each helpdesk request to include a company deal ID. The deal ID would then be reported back to the client along with customer opportunity status data. Grants Office generally provides program reports on a monthly or quarterly basis, depending on the engagement, as a part of program management.

Typical ROI calculations might include:

- Program-wide return on investment, measured as actual company share of awards/total program expenditure
- Grants Office-written awards, including the total award amount and company share
- Customer-written awards made subsequent to consultation, including the award amount and estimated company share

In addition, interim progress indicators such as the number and total value of Grants Office-written proposals submitted, value of opportunities supported through the program, and webcast registrations provide an ongoing assessment of the health and success of the program.



Components **we provide a range of options for grants support**

Grants Office deliverables have been developed and refined over years of supporting clients and are usually tailored to match the client's sales approach and ecosystem. They include:

- Helpdesk support
- Custom publications (Grants Guides, One-pagers, HELP documents, Solution Descriptions)
- Custom research/analysis
- Grantwriting for customers
- Webcast sponsorship

Helpdesk Support

Clients may contact the helpdesk for a variety of reasons and from a wide range of organization types. They may be account managers looking for an update for a grant on their customer's workplan, or a call from a user who has customers with projects they feel are fundable.

The Helpdesk Administrator receives the incoming request and determines who should fulfill the request then routes it to a Grants Development Associate or Grants Development Consultant, depending on the complexity and type of request.

Responses to helpdesk requests are usually sent by e-mail and may be produced in one of five formats:

- A customized Grant Funding Report, detailing the grants appropriate to the project
- An e-mail, the body of which includes a complete response to the inquiry
- PowerPoint slide(s)
- Requested documents (award lists from a funder, a completed grant proposal Grants Office produced, a specific RFP, etc.)
- A custom composite of information (a one-page summary of a grant in a specific format, a Grants Office toolkit or tip sheet, etc.)

Helpdesk research also often requires telephone consultation with clients and/or their customers to review the research and its implications for the supporting the project for which the research was conducted. These consultative calls are not only an opportunity to move the grants development process forward, but they also provide a forum to discuss additional services that may be needed by the grantseeker/customer.



Custom Publications

Custom publications as a deliverable differ from broadly distributed Grants Office publications (like our *Funded* magazine) in that they are produced for a specific client. Therefore, the objective of the document is to satisfy the need of the client. Development and delivery of the publications is the responsibility of the Publications Editor. These publications are frequently co-branded.

Grants Guides

Grants Guides can be internal, focused on the client's sales force and channel partners, or customer-facing, focused on the client's customer base. In either case, Grants Guides provide the audience with insights and resources they need to utilize grant funding and information to obtain grants for the client's products and services. Grants Guides include the following sections: Grants Overview, Get Started, Key Dates, Programs, Proposal Tips, FAQs, and Glossary.

The Programs section includes a custom program matrix associating the client's products and solutions with specific grants that could fund them. The grants guide content is typically provided electronically in the form of a Professional Document (.PDF), but hard copies may be produced as part of the statement of work.

One-pagers

Grants Office one-pagers are customer-facing documents that provide a quick overview of a specific grant program and tips for using it to enable customers to purchase clients' products and services.

HELP Documents

HELP documents are documents that are intended to assist individuals who are preparing an application to a specific grant program. The primary focus is on meeting the requirements of the grant, with a secondary focus on how best to include the client's products and services in an application to that program.

Solution Descriptions

Solution Descriptions are documents that assist individuals in preparing a case for support for a particular client solution. They include narrative sections that correspond to common proposal elements required by funders. The intent is to provide concepts that grantseekers may use to justify the solution and tips for customizing the content to reflect their own individual circumstances.



Custom Research/Analysis

From time to time, Grants Office is asked to provide insight or analysis on a particular grant program, political action, list of grant recipients, or other area not typical of a helpdesk request or custom publication. These cases are managed on a case by case basis by the Manager of National and Industry Services, and they often require special pricing.

Grantwriting for Customers

Whether on behalf of an industry client or as a direct contract with a public sector client, grantwriting is one of the fundamental services provided by Grants Office. The service is the same regardless of who pays, except that industry clients receive a copy of the final proposal for grant applications they sponsor. The Grants Office Manager of Direct Services and a Grants Office consultant (or in some cases, the Direct Services Associate) work with the grantseeker to create and submit a high-quality proposal.

Grantwriting clients are provided with at least two opportunities to review substantially completed drafts of the proposal, and they also receive a copy of the complete proposal after submission.

Webcast Sponsorship

Also known variously as “webinars” or “Grantcasts,” Grants Office Webcasts are currently the most popular media sponsorship vehicle for Grants Office clients. Each Webcast typically lasts one hour, and although the content is specific to the customer group who would be eligible to apply for the grants, sponsor channel partners and sales teams are encouraged to participate both to enhance their own knowledge about product-friendly grants as well as to ensure they know what their customers are hearing from the presentation.

Invitations to the Webcasts are typically made available to the field three weeks prior to the event date, and invitations are sent to Grants Office’s list.

Sponsorship of a Grants Office webcast includes:

- “Sponsored by” and the company name on the title of the Webcast
- Company name and logo on the invitations
- Company name and logo on Webcast slides
- At least three verbal acknowledgements of the sponsor’s participation
- An optional 10 minutes of time during the Webcast

In addition, customer registration and attendee lists are available to sponsors upon request.



Strategies

we customize programs for each client's sales ecosystem

Grants Office services are tailored to match the client's sales approach and ecosystem. For example, Companies with a channel-based sales strategy require a different approach than those with a direct model, simply because of the role of partners vs. company account managers in the process. Sales team training and partner engagement are essential components of any grants support program, but the scale of each would differ in the different models.

A Grants Office-supported Grants Support Program also includes configurations of services that are synergistic, with one service naturally extending into the next. For example, webcasts produce lists of public sector customers who have expressed an interest in a specific area of grantseeking and who have been educated on the client's offering. These leads may then fuel opportunities for both sales follow up and grants support, leading to submitted grant applications, awards, and grant-enabled sales.

As an example, a typical grants support strategy might follow the example below:





Profile

we are grants experts working across public sector

Grants Office is a national grants development services firm with a reputation across the public sector as a trusted source of federal, state, and foundation grants information and support. Over the past decade alone, Grants Office has assisted public sector agencies in winning more than \$1.5 billion in grant awards and provided education on grants and funding that enabled public sector organizations to raise much more on their own.

Grants Office provides grants development support to a wide variety of customer types, but its predominant focus areas include:

- K-12 Education
- Higher Education
- Healthcare
- Public Safety/Homeland Security

Other areas that we have supported, but for which we have received fewer requests for support include:

- Brownfields development
- Community/neighborhood development
- Community social services
- Museums and libraries
- Energy/sustainability
- Housing
- Military base realignment and closure

From our headquarters in Rochester, NY, our Grants Development Consultants work with sales teams and grantseekers across the country, providing grants intelligence, experience, and dedication to help make them successful at obtaining funding, growing their businesses, and widening the social impact of their organizations.