I Can’t Read Your Lips!
Writing Proposals for Capital Campaigns

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Learning Objectives

• Recognize and select possible needs-based campaigns for your 501(c)(3) organization

• Investigate and review all appropriate grant-based funding sources for possible revenue

• Construct and prepare your campaign specific to funders guidelines
Background for Seeking Grants

• Leader of small chapter
• Member of Chamber of Commerce
• Can’t read lips with masks worn around our town
• Mentioned this on Zoom meetings with business members
• Surprised many that I read their lips to understand them
• They suggested that I make clear masks for the community
• Would help solicit funding for project with grants from our area sponsors and community foundations
Grant Writing

How SCC Clear Windowed Mask Campaign Started

• **Investigated** available grants in our area – received referrals which helped
shorted timing, endorsements, and awareness in the community

• **Was a good fit and had a story to tell** – i.e., could not read lips or hear with masks

• **Answered the right questions, using simple and effective language** to sell this
project

• **Made friends with everyone in our area** including the new funders and leaders
that would help with this project  i.e., sewers, funders, and sponsors

• **Planted a new seed of information for the community** with generosity and
reliability

• **Followed the rules implicitly**, exactly, and perfectly with all t’s crossed and i’s
dotted

• **Celebrated** just enough to make the project function properly with expectations
that there will be more joy on the horizon (use words and actions to say this)

• **Provided ample thanks** for everyone working on the project from start to finish
Understanding Terms & Actions

- **Nonprofits** – organization that is charitable, of an altruistic nature, and provides services for the community; not for profit

- **Proposals** – grant writing that follows directions scrupulously, presents materials faultlessly and must be slanted specifically to the funding organization

- **RFPs (Requests for Proposals)** – foundations often send out these type of requests or notices with specific qualifications, deadlines and specific program coverage
• Seek grants of any type including government, community and individual
• 501(c) (3) organizations
• Depend on grants for revenue
• Larger rewards are expensive, consider this in your plans and tracking
Proposals

• Strong and Compelling
• Need to document unmet need
• Show a clear path to where this is going
• Have strong relationships within the community
• Have concise and well-developed plan
• Develop partnerships & stakeholders with roles
• Need to SHOW & TELL; Virtual tour of community and their needs

They also..

• Identify Targeted Population and service areas
• Use statistics
• Show stigma if prominent
• Must follow Instructions of grant to the “t”
• Know their funders
• Is anyone else looking at this same problem
RFPs (Requests for Proposals)

When Foundations ask for RFPs, this is what is generally included:

1. **Cover Letter** - Short Letter briefly describes proposal
2. **Executive Summary** – very brief overview of proposal
3. **Problem Statement** – compelling description of need
4. **Organizational Background** – Nonprofit’s qualifications
5. **Goals and Objectives** – Hopes and results of project
6. **Strategies** – description of program, services, activities with desired results
7. **Evaluations** – assessed accomplishments
8. **Sustainability** - plan for continued funding
9. **Budget** – line-item summary & narrative of revenue and expenses

- Always...**KEEP IT SWEET AND SIMPLE (KISS)***
- **SUCCESS FOLLOWS THE MONEY**
Sun City Center Clear Mask Campaign

- Included clear windowed masks
- Education on how to use them
- Offered a hospital kit
- Included a second mask for caregivers
- Had a phone number or email for point of contact

Full-on Masks muffle Words and Sounds
Help Me to Understand You RIGHT NOW, BECAUSE - I CAN’T READ YOUR LIPS !!

- Reason for My Campaign
- Process of Learning about Grant Writing
- Learning and Submitting a Written Proposal
- Before and After Approval of Funding
- Management of Grant Funding and Campaign
- Measurement of Success
- Why more Campaigns and Grants?
Reasons for the Campaign for Clear Windowed Masks

2019-2020

• Pandemic had just started to surround us
• Full-on masks are still required by workers inside businesses and all healthcare workers
• Hard of hearing/deaf/Deaf people still cannot read lips or hear muffled words
• Our targeted population received the clear windowed masks during the pandemic with the first campaign
• Initial education was done however revised education is needed to reinforce our communication needs
• New CDC standards for Clear Masks requires purchasing FDA approved masks
Process of Learning about Grant Writing

• Current revenue of donations did not address needs of our requirement of FDA – approved clear windowed masks for health care workers

• Previous Community Funding from last year’s campaign is open for possible funding of new program

• Other Foundations and Community Grants in the State of Florida are available but must be researched for possible qualifications and competition

• Further evaluations into feasibility on possible stakeholders, partners, replication, and necessity of clear masks for healthcare workers in area is needed

• Develop strategies with input from partners willing to participate in the program
With ample feedback, encouragement from peers in the community along with direction on applying for a Grant, a virtual tour was done on the Funders website.

An outline of what was needed to complete the details of the proposal is written out for review.

Our community is made of many facets including: clubs, groups of likeminded people, a Chamber of Commerce, various points of interest and buildings, radio stations, Community Center, local newspapers, and support organizations that we rely on as a Residential Community.

With this baseline including the pandemic’s restrictions, living a different lifestyle required inventing and striving to communicate in the best way possible.

Proposals were/are written to address the difficulties encountered by the ‘hard of hearing’ as they struggled to understand lip reading and full-on masks.

Proposals are instruments of education for businesses and communities in understanding how people with hearing loss have difficulty with all masks in understanding speech.
Before and After Approval of Funding

• When the Proposal has been fully written and reviewed twice online, with all attachments reviewed, the document can be sent to the Funder

• If, and when, the Proposal has been approved, funding will help to underwrite what the program fees were meant to pay as outlined in your proposal

• While waiting for the funding, communication with stakeholders continues to assure the program’s timetable will be feasible, applicable, and implemented as outlined

• Implement GO for the project with key workers so that action can be taken once funding as been received
Management of Grant Funding and Campaign

- As project takes off, watch and evaluate each step and provide funds as needed
- Track invoices on spreadsheet as project progresses
- Intermittent outreach to stakeholders for questions, timing, and project outcomes
- Story-telling, pictures and interviews of recipients in project can be submitted to radio stations, local newspapers, and broadcasts for greater knowledge and enjoyment of community
- Funders feedback is provided on an ongoing status as requested
As the project begins to wrap-up/wind down, outcome becomes evident as feedback comes in from the community.

Summaries and spreadsheet data are documented as the numbers are completed.

An evaluation or survey can be sampled between the businesses/healthcare facilities in testament to usefulness of the campaign.

A scheduled face-to-face meeting of key stakeholders allows for pictures and thanks for the volunteer time and effort applied for the campaign.

Final summary and data is submitted to the Funders showing the outcome of a successful mission; and thanks for their support of the campaign.
• I have not yet finished my work
• It takes one step and one person to start things and I want to do that right now
• Just as walking helps my body, elasticity helps my brain
• NONPROFITS depend on grants for revenue
• Education, information, support, and advocacy is needed for our communities to understand this invisible disability
• I and many others can’t read lips with the masks used by everyone
• My first Clear Mask Campaign has not completely fulfilled its journey since full-on masks are still being used – The RULES have changed
• FDA approved clear masks are the next project
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HLAA Chapter Leader Resources
https://www.hearingloss.org/chapters-state-orgs/chapter-leader-resources/

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