



Writing a Winning Grant

A **grant** is a way the government funds your ideas and projects to provide public services and stimulate the economy.

Grants are very competitive, and the best-articulated ideas usually win.

Because they are funded by tax dollars, grants include stringent compliance and reporting measures to ensure the money is well-spent.



Example: CEC's REV charging

- Demonstrate replicable and scalable business and technology models that can deploy electric vehicle charging stations to serve rural EV drivers.
- Support travel by rural EV drivers, especially those from low-income or disadvantaged communities.
- Provide EV charging access in rural areas that are not served or inadequately served by charging stations.
- Provide support and maintenance services to ensure reliable and readily accessible chargers.
- Engage local rural communities and businesses to increase charger awareness and promote EV adoption.

Before you start writing

- Have legal review the contract terms and conditions
- Read the RFP and SOW multiple times and highlight repeated terms, goals, and objectives
- Identify partners for workforce development, equity, etc.
- Ask for support letters
- Update resumes and references
- Decide who will write the proposal

My six rules

1. Start with the SOW. Make sure everyone agrees.
2. Follow the format of the RFP or Scope of Work. Use the same headers and number. Don't add more information.
3. Address the goals – how it serves the public, why it's a good use of tax dollars.
4. Use key words and phrases from the RFP verbatim, but don't copy and paste whole sections.
5. Avoid jargon and industry lingo. Include links, sources, and footnotes.
6. Make sure everything matches.

A few “gotchas”

- Most grants start later than planned. If you get the funds months later, can you still do the project?
- Visit the submission portal early to make sure you know how it works.
- You must document your cost share. Make sure you can do this!
- You will need more time for project meetings and reports than you think you will.
- Watch your timeline, the number of tasks, and deliverables.



Thank you!

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