



## Government Grant Writing Services

### An Incredible ROI

ROI is a calculation which shows the number of dollars raised compared to the amount spent. LAPA recommends that every nonprofit take this important performance measure seriously.

We're the only fundraising firm that tracks and publicly reports our ROI for each client. For every dollar our clients spend with us, we calculate and publish what they have received in return. This process allows us to make sure our strategies are working.

#### LAPA reports ROI as follows:

**Private Grants: \$4 dollars** earned for every dollar spent on fundraising.

**Government Grants: \$27 dollars** earned for every dollar spent on fundraising.

**Campaigns: \$8 dollars** earned for every dollar spent on fundraising.

Finally, we also measure improvements to your fundraising process and related work, including: long-range planning, executive coaching, and reporting to your development committee; all necessary steps in advancing your development program which are not mathematically reflected in ROI.

Federal, state, and local governments award hundreds of millions of dollars annually to organizations like yours. Yet winning a grant is a competitive process, and grant writers must know how to interpret an RFP, address the funder's requests, and assemble the right documentation. That's a tricky process. It's not enough to just submit a good proposal; you must be great to secure the award. That is why so many nonprofits turn to LAPA. We have a highly specialized service delivered by over one hundred and thirty senior government grant writers, all of whom have award-winning track records.

#### **We enter your world in a sensitive, quick, and efficient manner.**

When the NYC Health and Hospitals Corp. engaged us, we assembled a five person team and submitted 16 applications requesting \$3.8 m in funding—and completed the assignment from start to finish in under six weeks!

#### **Why engage us instead of a sole-practitioner?**

We offer a multi-disciplinary team, which gives you deeper expertise. LAPA's team brings sharp analysis, advanced strategy and detailed answers to tough questions about the RFP. We provide copy-editing and production support while meeting strict deadlines.

#### **We are more than just writers – we are specialists.**

Our grant writers are veterans of the nonprofit sector. They have extensive experience with various causes and are sensitive to your organizational culture. Our consultants are carefully supervised by LAPA's Director of Government Grants who provides project support and advice.

#### **No-Fee Retainer? Why engage a retainer?**

There is no fee for signing a retainer with LAPA. The no-fee retainer is a mutual agreement whereby LAPA agrees to find you RFP's and you agree to use our team to prepare them. Once an RFP is identified, we assess how much assistance is required, estimate the number of hours needed, and give a price. Our price is a total price (no hidden fees), reflecting grant writing, budget creation, LOGIC models, project management, clerical support, administrative overhead, and meeting attendance. When you're on retainer with us, we make you our top priority by proactively searching for RFP's. It's likely you will hear about prospects before any of your competitors, and you will enjoy a significant discount versus only hiring us to complete one RFP.

#### **We get to know you well.**

Once you're on retainer, we make it our priority to get to know you before we write. We are then able to assign the right grant writer and retain that writer for future proposals. Also, the knowledge that we acquire about you is retained for working on the next RFP, thus allowing us to work faster and at a cost savings.



## GUIDELINES FOR A SUCCESSFUL ENGAGEMENT

These guidelines will foster a robust business partnership between your agency and LAPA. Our experience has proven that agencies who adhere to these guidelines are the most satisfied with the final product and raise more money than most other development efforts of a similar kind.

LAPA has developed these efforts in part to maintain high quality control and in part to offer you the best retainer pricing possible.

Please feel free to contact me at any point during this process, and I will be glad to assist you, with any questions or concerns you may have. Thank you for choosing LAPA, we are glad to be working with you!



Sincerely,

**Michael L. Taylor**  
Development Coordinator  
**LAPA Fundraising**  
[www.lapafundraising.com](http://www.lapafundraising.com)  
**(212) 932-9008**

1. Please provide access to program directors knowledgeable in the program design.
2. Assign one point person responsible for obtaining and relating necessary information.
3. Key staff members should not take vacation time during major proposal preparation or give us permission to reach them directly.
4. LAPA builds in a margin of error for deadlines. We plan for three workdays to a week before the submission date so as not to increase the stress of meeting the deadline.
5. Deadlines must be adhered to as defined by the LAPA consultant. Why? Because we have to factor in hours that LAPA needs for review and delivery, the consultant's time, and other deadlines that we are managing.
6. Please respond to the consultant's checklist as soon as possible, within 48 hours.
7. Please turn on your Outlook email auto-acknowledgement notice so that we know you received our emails. If you don't have this feature, send us a "got it" reply to each email.
8. Be prepared to give the consultant all materials he/she might need though Dropbox, long in advance of the deadline.
9. Teleconferencing over 30 minutes should be avoided and replaced with in-person meetings. Your work is too important to miss nuances and we all want the work to be of high quality. In-person meetings are a better method of assuring deep understanding.
10. LAPA's edits on drafts of proposals should be read as soon as you receive them as some of the edits may ask for information you will need to provide us.
11. Most beautiful paintings have only one artist. Similarly, our grant documents have only one main writer. LAPA's grant writers were professional writers by training long before they were grant writers. We want your input, but please do not rewrite the document. Instead, please give your macro feedback, verbally or by email, and allow the writer to make the corrections.
12. Keep LAPA in the loop as organizational or program changes occur. All e-mails to your consultant should be cc'ed to your contract lead.
13. Your program evaluation materials are essential for us to read in advance. Please think of us as they are produced and send us a copy. This also applies to any new materials developed (organizational charts, budgets, etc.).
14. Routing Memos (RM) are sent out at projects end by email to share grants that have been submitted and they serve a great purpose in helping us update the grants. Please read the RM and email us immediately and changes that you have for future submissions.
15. LAPA's Revenue Report (RR) is designed to be used as a report to your Board or the Development Committee. We update your RR regularly and you can request it whenever you need it. We automatically send it once a month. Requests for further customized reports are discouraged because they take time away from our ability to meet deadlines.
16. While we work in a virtual environment, you do not see how hard we work every day for your agency but be assured that we do. We do need face time on occasion to refresh our relationship. Please make sure that face time gets scheduled when it's requested.
17. Your contract lead should be present for site visits and will provide background information about the funder and the nature of the visit to all parties in advance. Please include your lead in site visits the funders arrange them directly with you. A good site visit is part art and part science, our years of arranging these visits will benefit your agency.