

PSEF GRANT SUPPORT 2025 – BEST PRACTICES

Deadline: Apply online at www.psefoundation.org by April 20 at midnight

Getting Started

- Use the blank grant template to organize your thoughts and plan out your grant
- Read through the grant requirements carefully to be sure you qualify to apply
- Approach the grant application as if the reader doesn't know anything about your organization or the work you do. What would you want them to know most? What else would you share as a priority? Place your most important points or takeaways in order – essentially tell the reader your organization's story, and continue following along that path.
- The name of your grant is important – call it what it is and say what it does or will do, rather than using a marketing slogan, catchy project name or lengthy description

Important Elements

- Draw the reader in through storytelling
- State clearly and directly exactly what the grant will fund
- Use real examples of impacts, success stories, outcomes, testimonials, quotes
- Be specific – include data and metrics to support your case
- Do the math – if possible, be descriptive about what the grant is actually paying for and show the cost breakdown of various components and how they add up to the amount requested
- Showing broad community partnership and support is important. Consider showing the diverse array of those working with you including businesses (all sizes, including peers of PSE), grants, community organizations, governments, individuals (no need to list out, perhaps just include a number), foundations, etc.
- Avoid flowery language, marketing slogans and technical jargon – tell it like it is and be real
- Consider the length of your responses to ensure they are conveying your message without overwhelming the reviewer with too much information

Grant Review

- The person who will be reviewing your grant is a PSE employee who lives or works in your area. They are typically active and engaged in their community with both professional and personal commitments and passion.