



Why Should I Care?

CRAFTING AN ARGUMENT TO ELEVATE YOUR GRANT PROPOSAL

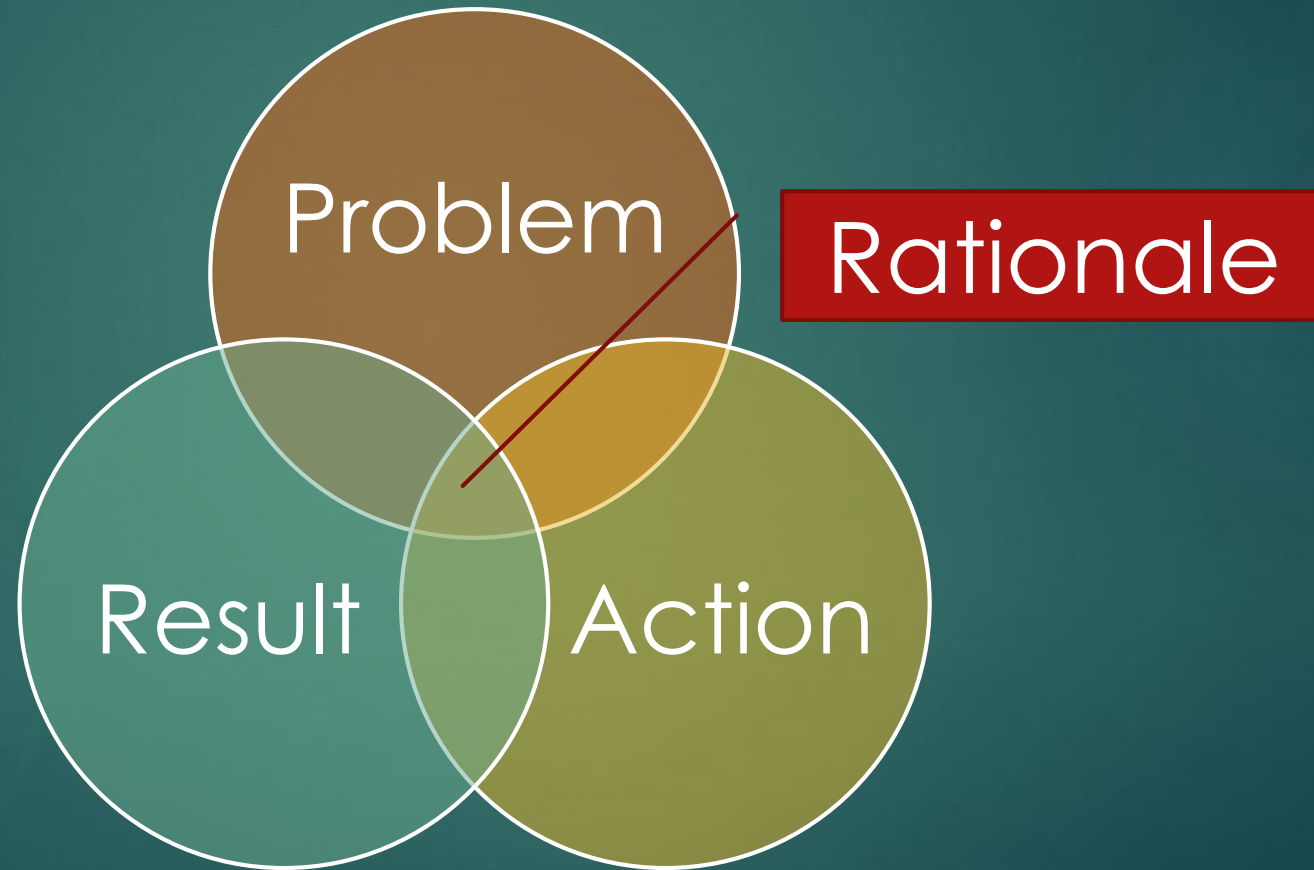
Learning Objectives

- ▶ Understand the three primary components of any grant proposal
- ▶ Learn the elements for crafting a compelling argument
- ▶ Practice creating an outline for a grant proposal

“Don’t raise
your voice;
improve your
argument.”

*Desmond Tutu
The Second Nelson Mandela Annual
Lecture Address
November 23, 2004*

Primary Components



Crafting a Compelling Argument

Create logical relationships

- ▶ Recognize the problem
- ▶ Prioritize problem elements
- ▶ Identify capabilities
- ▶ Clarify assumptions and values
- ▶ Determine activities
- ▶ Define success

Gather and interpret relevant information



Problem

- Poverty
- Teen unemployment
- Few entry level jobs
- Competition with adults
- Few training opportunities

Action

- Experiential
- Classroom
- Certification

Result

- Employment readiness
- Employment rate
- Average wage

Rationale

- Concepts: Youth are more attracted to “earn while you learn” opportunities. Providing youth with a safe, nonjudgmental place to take risks increases personal and professional growth. Setting expectations and supporting self-motivation promote self-esteem.
- Sources: Career Pathways, Developmental Assets, Social Emotional Learning, Positive Youth Development (Search Institute, US Department of Labor, Minnesota Department of Employment and Economic Development)

Assignment 1

In small groups (20 minutes):

- ▶ Review the three sections of the Little Tokyo Service Center proposal
- ▶ Use the worksheet to identify the problem, action, result, and rationale
- ▶ Evaluate the strength of the argument

As a large group (10 minutes):

- ▶ Quick vote—Do you care?
- ▶ Why was the argument compelling/not compelling?
- ▶ What would you keep/change?

Assignment 2

In small groups (10 minutes):

- ▶ Select an existing program from your organization
- ▶ Use the worksheet to identify the problem, action, result, and rationale
- ▶ Evaluate the strength of the argument

As a large group (10 minutes):

- ▶ Debrief
- ▶ What will you keep/change?
- ▶ What were your “aha” moments?

Critical Thinking Tips

- ▶ Be interested in others' ideas
- ▶ Avoid automatic responses
- ▶ Base judgment on evidence
- ▶ Control feelings and emotions

Questions?
Comments?

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