

GRANT WRITING for LAND CONSERVATION PROJECTS

Getting Ready and Tips for Success



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**Hydrology, Geomorphology
& Restoration**



Source Water Protection



**Land Conservation Assistance,
Federal & State Grant Writing**



**Groundwater & Surface Water
Quality Sampling & Monitoring**



GIS Mapping & Analysis



Resource Planning & Management

Show of Hands

- Have never written a grant proposal before
- Have written a grant proposal before
- Have a project in mind and determining next steps
- General information/refresher

Key Steps to Writing a Successful Grant Proposal

Workshop Outline

- Step 1: Evaluation & Planning
- Step 2: Preparing the Proposal
- Step 3: Implementation & Management

Q & A at the end (as time allows) but also throughout the session

STEP ONE: EVALUATION & PLANNING

Before you begin filling out the grant application, be prepared to answer these questions...

1. Have you evaluated and documented the natural resource features of the parcel to justify conserving it? *Map it & walk it (details later)*
2. Was a qualified IRS appraisal completed to determine the value of the conservation easement?
3. Do you have an agreement with the landowner(s)?
4. Do you have community support?
5. Did you match the chosen grant to the property? Is it eligible for funding? Can you satisfy their requirements?



**Match funding source to your project.
Determine if your project
is ELIGIBLE.**

Land Conservation Grant Funding Sources - partial list

NH Dept. of Environmental Services (State)

- Aquatic Resource Mitigation (ARM) Fund – (wetland /aquatic resources)
- Local Water Supply Land Protection Grant – (drinking water)
- State of NH Drinking Water and Groundwater Trust Fund (new)

MoosePlate.com

- NH State Conservation Committee (NH SCC) –

Natural Resources Conservation Service - USDA (Federal)

- Agricultural Conservation Easement Program - Agricultural Land Easements (ACEP-ALE) – (farmland, agricultural soils)
- Agricultural Conservation Easement Program - Wetland Reserve Easements (ACEP-WRE) – (wetlands)

Other Key Sources and possible match (State and local)

- Land & Community Heritage Investment Program (LCHIP) – public access
- Municipal Conservation Fund (LUCT fund)
- Land and Water Conservation Fund (Federal)
- Municipal Public Works/Water Districts
- PREP(UNHCE)/GBRPP Land Transaction Costs and Appraisal Grants

**Private & Community
Fundraising**

Evaluation & Planning

- **TEAM WORK:** form a working group
- **MAP AND WALK** the property to evaluate and assess the resource values (do you need professional assessment?)
- **Appoint a CONTACT PERSON** (municipal staff or conservation commission volunteer)
- **TIMING:** Things always take longer than you think



Evaluation & Planning



- Check the date of the application forms - are they for the CURRENT YEAR? – make sure not expired
- Check application DUE DATE; make a to-do list, schedule and assign tasks to team members
- AND...



**Contact your local land trust
early on in the process.**

**Can be a valuable partner if
the project meets their criteria.**

(See NHLTC.org for list of regional land trusts)

Example of LCHIP 2018 GRANT ROUND SCHEDULE

- May 1: Grant Round Opened
- May 1: Required Attendance - Grant Workshop
- May 18: Intent to Apply Forms Due
- June 22: Project Proposals Due by Noon
- July – September Site Visits
- Late September or Early October- Review Panels
- November 15 Board Grant Selection
- Early December: Awards Announcement

Evaluation & Planning

There is much more we could cover on Step 1 (topic of entirely separate workshop) but at least you have some key basics to get started.



Questions on EVALUATION & PLANNING
before we move on to PREPARING THE PROPOSAL?

STEP TWO: PREPARING THE PROPOSAL



STEP TWO: PREPARING THE PROPOSAL

- You've gone through the Evaluation and Planning stage.
- You've walked the property, done an assessment of the natural resource values of the parcel, and determined the fair market value of the conservation easement (appraisal).
- You've established project partners, reached an agreement with the landowner, and identified appropriate grant sources to fund the project and are ready to write the grant proposal.
- **WHAT'S NEXT?**

SECTIONS OF A GRANT PROPOSAL

- Using the handout (LCHIP application) as an example, let's review the sections of a typical grant proposal.
- Check each funder for their specific forms and instructions.

SECTIONS OF A GRANT PROPOSAL

I. NARRATIVE

II. BUDGET

III. MAPS/SUPPORTING DOCUMENTS



- If after reading through all documents, you still have concerns or questions, CALL them.
- Contact person is usually listed on forms and/or website (if that's allowed).

Step 2: WRITING THE PROPOSAL

Note:

- Many funders now require an “Intent to Apply Form” or “Letter of Intent” before submitting an entire Project Proposal.
- Shorter summary of your project for funder to review and inform you if you should submit full proposal.



THE QUALITY OF YOUR GRANT PROPOSAL
overrides everything else.

You want your proposal to be **AWESOME**
Provide relevant information regarding the natural
resource attributes of the parcel.

MAP IT AND WALK IT

Get a good handle on your property with maps and by walking the lands. Quantify resource values.

- Illustrate resource values to town, funder, residents
- Help you quantify the property's conservation value
- Town GIS OR GRANITView
https://granitview.unh.edu/html5viewer/index.html?viewer=granit_view
- Google Earth, Property maps

GRANITVIEW MAPPING

The screenshot displays the GRANITVIEW MAPPING software interface. At the top, there is a menu bar with options: Home, Data Sources, Layer Info, Drawings and Measurements, Projects, Custom Tools, and Help. Below the menu bar is a toolbar with various icons for navigation and analysis, including Initial View, Zoom In, Zoom Out, Pan, Previous Extent, Next Extent, Bookmarks, Identify, Print, Export, About, View Layers, and Contact GRANIT. A red circle highlights the Layers panel on the left side of the interface. The Layers panel is titled "Layers" and contains a list of "Standard GRANIT Layers" with checkboxes and icons. The layers listed are: Administrative and Political Boundaries (checked), Cultural Society and Demographic (unchecked), Environment and Conservation (unchecked), Geological and Geophysical (unchecked), Inland Water Resources (checked), Dam Inventory (unchecked), Watershed Boundaries (checked), Floodplains (unchecked), and Surface Water (checked). The main map area shows a topographic map of the Berrys River watershed. The river is shown in blue, and several areas are highlighted in green with diagonal hatching, representing floodplains or other water-related features. Labels on the map include "Berrys River", "Coxbow Pond", "Meaders Pond", "Piscataqua-Salmon Falls", "Strafford", "Merrill Corners", "Sheepboro Rd", "Reservoir Rd", "Poor Farm Rd", and "Meadersboro Rd". A scale bar at the bottom of the map indicates 0.6 km. The Bing logo is visible in the bottom left corner of the map area.

Home Data Sources Layer Info Drawings and Measurements Projects Custom Tools Help





Initial View Zoom In Zoom Out Pan Previous Extent Next Extent Bookmarks Identify Print Export About View Layers Contact GRANIT

Navigation Find Data Tasks Home

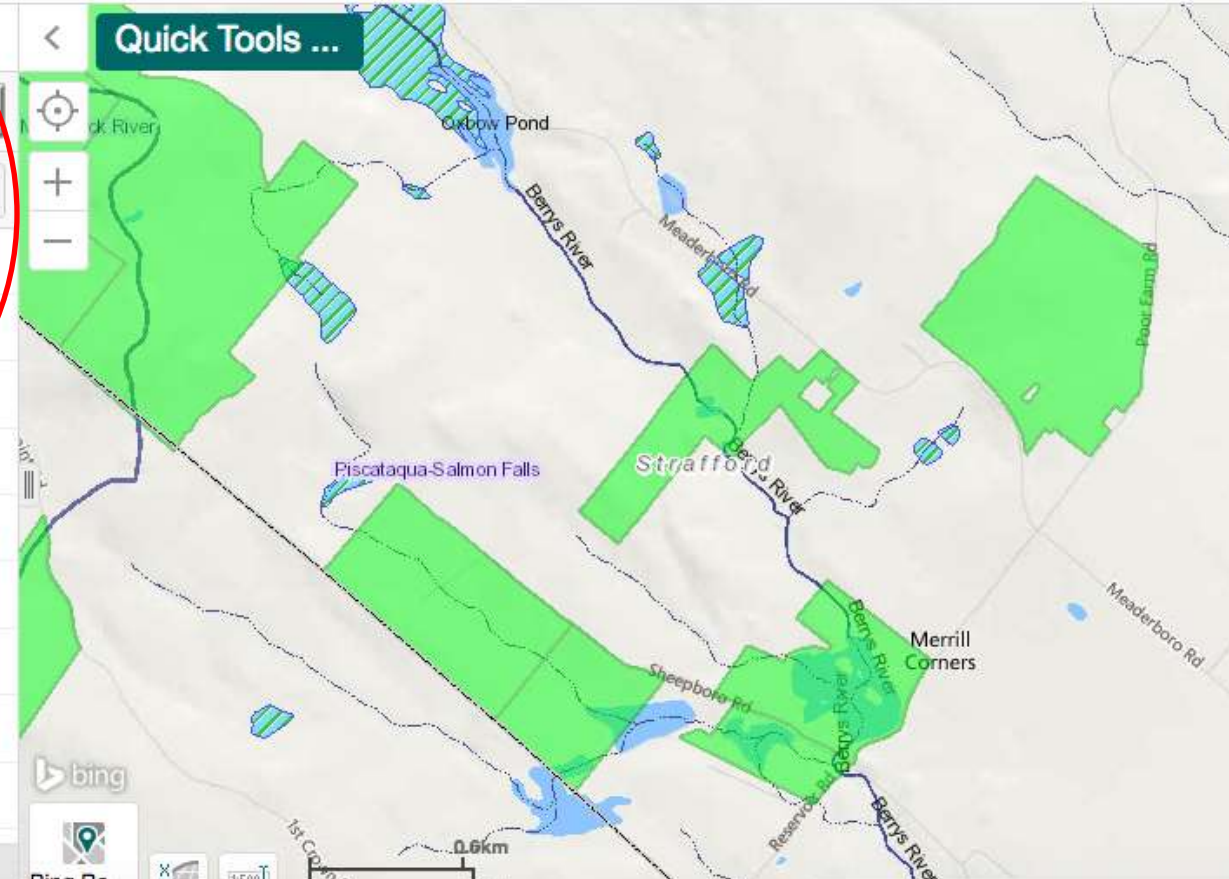
Layers

Standard GRANIT Layers

Filter Layers... Filter

-  **Administrative and Political Boundaries**
-  Cultural Society and Demographic
-  **Environment and Conservation**
-  Conservation and Public Lands
- Wildlife
- Invasive Plant Management Priority Areas
- Regional Landcover and Land Use
- Impervious Cover - Best Available Data
- 2001 NH Landcover Assessment

Quick Tools ...



bing

0.6km



Initial View



Zoom In



Zoom Out



Pan



Previous Extent



Next Extent



Bookmarks



Identify



Print



Export



About



View Layers



Contact GRANIT

Navigation

Find Data

Tasks

Home

Layers



Quick Tools ...



Rock River



Curbow Pond

Berry's River

Meadow Pond

Piscataqua-Salmon Falls

Strafford

Berry's River

Berry's River

Berry's River

Berry's River

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Standard GRANIT Layers

Filter Layers...



Filter



Administrative and Political Boundaries



Cultural Society and Demographic



Environment and Conservation



Conservation and Public Lands



Wildlife



Wildlife Action Plan



WAP 2015: Highest Ranked Wildlife



Habitat



Not Top Ranked



Highest Ranked Habitat in NH

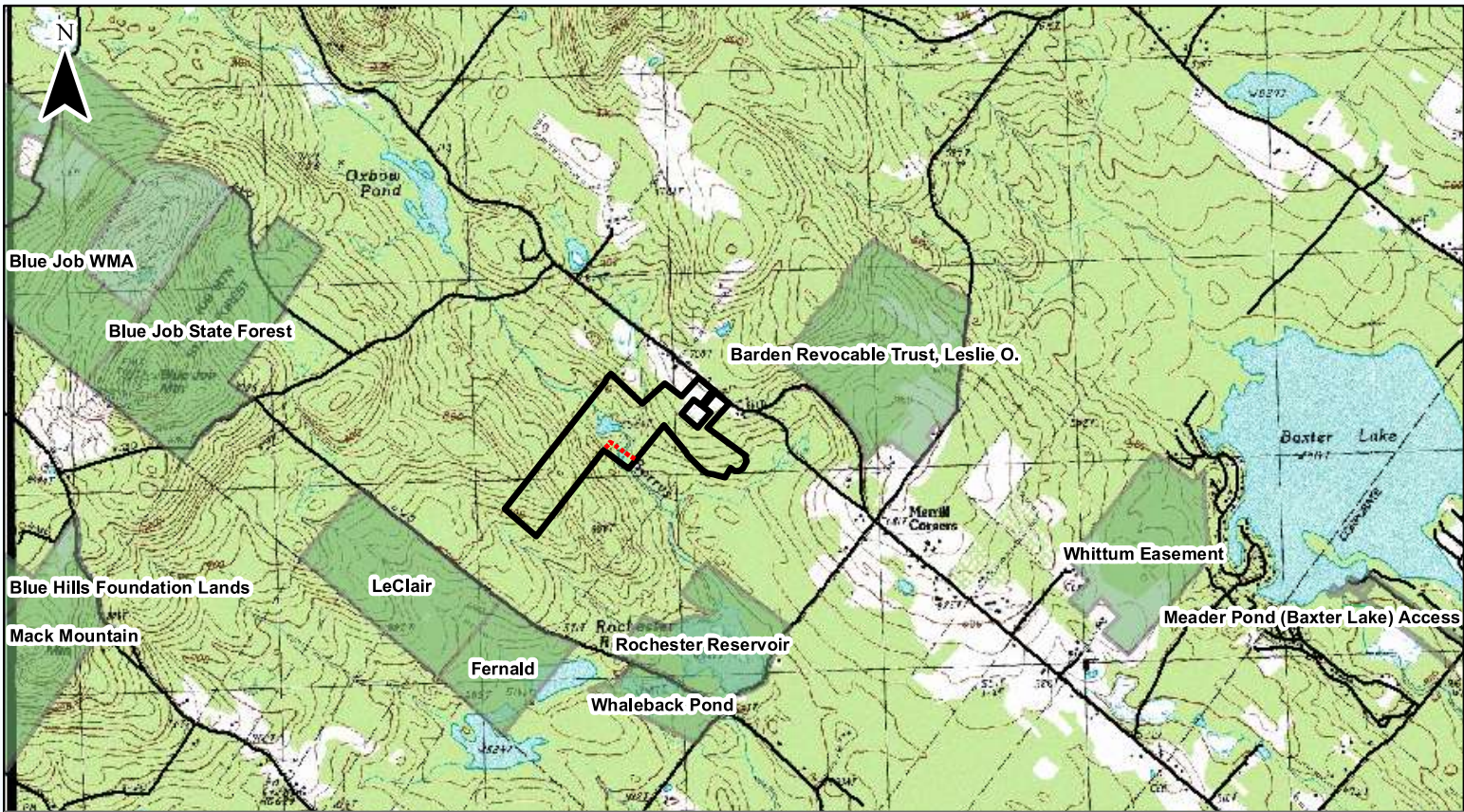
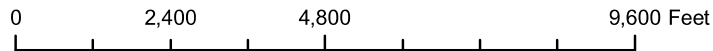


Figure 1: Topographic Map & Nearby Conservation Lands
Farmington, NH Conservation Project



Legend

- - - - - Area of Disputed Ownership
- CE Boundary
- CE Exclusion
- Conservation Lands
- Roads



Boundary and feature locations are approximate.
 2014 easement boundary
 based on property survey by
 Geometres Blue Hills, LLC., 2014.
 Other Conservation Lands from SELTNH and SRCC data.

Map prepared by
 Truslow Resource Consulting, LLC
 July 2014



Legend

- Roads NH DOT
- ▭ Huppe Property Est.
- streams
- ▭ NH aquifer
- ▭ lakepond
- ▭ wetlands_composite
- ▭ Poorly drained
- ▭ Very poorly drained
- Public Water Supply
- ▭ Well Head Protection Areas
- ▭ Source Water Protection Area

Rochester Source Water
Protection Area

Oxbow Brook

AQUATIC RESOURCES

89 +/- acres ~ Farmington, NH

map prepared by S Chittenden, R Conlon 20

Legend

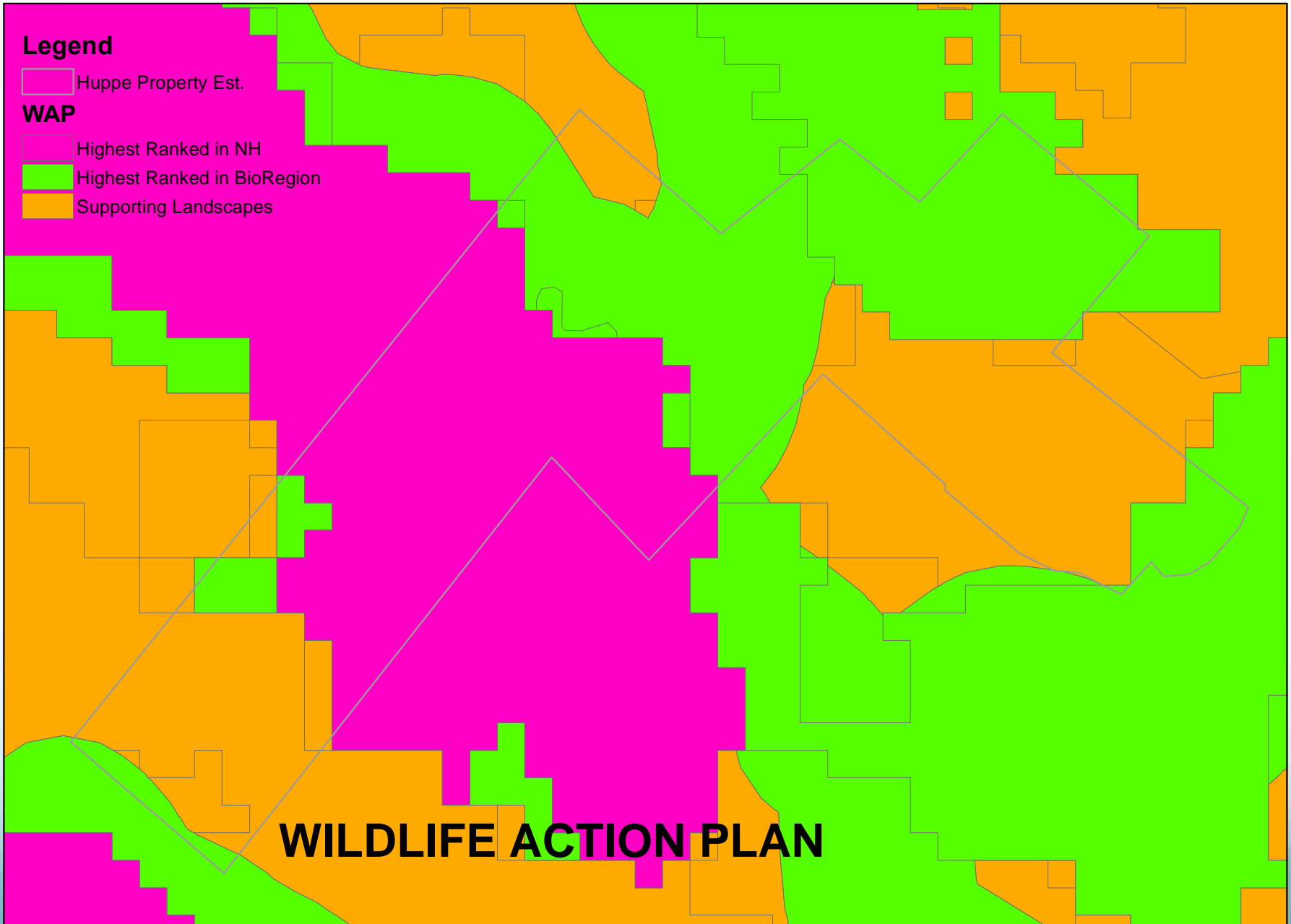
 Huppe Property Est.

WAP

 Highest Ranked in NH

 Highest Ranked in BioRegion

 Supporting Landscapes



WILDLIFE ACTION PLAN

Huppe Property
99 +/- acres - Farmington, NH
Wildlife Action Plan Habitat Rankings

Example of Natural and Cultural Resource Features - Quantified

- Will permanently protect 96 acres with a conservation easement
- Will permanently protect 6 acres of wetland and 2370 feet of Berry's Brook at tributaries and land within the City of Rochester Water Supply protection area
- Is situated in Blue Hills Focus Area – protection priority for Isinglass River Management plan and Land Conservation Plan for Coastal Watershed
- 36 acres of Highest Ranked in Bioregion from WAP
- In unfragmented block and surrounded by 5 protected properties (list names and acreage)
- Will protect habitat for small whorled pogonia mapped by NHB near the site
- Contains historic and scenic mill foundation

THE NARRATIVE

As you write, pretend you're the reviewer



Dijit Taylor, Executive Director, Land & Community
Heritage Investment Program (LCHIP.org)

THE NARRATIVE

- You will find grant documents & instructions on each website.
- Thoroughly read through all information provided.
- Check eligibility, timelines, schedules, etc.
- Follow instructions to the letter.

LCHIP.org --> For Applicants and Recipients --> for Natural Resource Applicants

LCHIP.ORG

APPLYING FOR AN LCHIP NATURAL RESOURCE GRANT

1. Determine if your organization is eligible

2. Determine if your project is eligible

3. Attend a Grant Workshop

4. Submit an Intent to Apply Form ← Intent to Apply Form

5. Submit a Project Proposal ← Application Forms

MANAGING YOUR LCHIP NATURAL RESOURCE GRANT

6. Accepting the Award

7. Deed Language Development

8. Submit Final Project Documentation

9. Grant Agreement

10. Submit Post-Closing Documentation

11. Ongoing Stewardship

CHECK FUNDERS' WEBSITE for all

INSTRUCTIONS and DOCUMENTS.

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THE NARRATIVE - you will be asked to provide:

- Statement of Need
- Project Summary (clear, concise, few superlatives)
- Location, watershed, acres, etc..
- Conservation goals for the property
- Amount of your request and amount and source of match
- How will grant be spent (easement acquisition, property purchase)
- Ability to manage and monitor the site

**Keep resource features list at hand (from mapping/site walk).
Keep going back to the grant purpose(s) and emphasize these
features.**

Attachments and Supporting Documents

- **Make a checklist**
- **Assign responsibility**
- **Include dates to the list**
- **Double check details**
- **Double check inclusion of all required attachments**



Supporting documents may include

- Maps/Report summaries
- Project Budget
- Summary Page of Appraisal report
- Purchase and Sale Agreement
- Copy of Stewardship Policy
- Meeting minutes approving municipal funds
- Letters of Support (if requested)

FOLLOW INSTRUCTIONS CAREFULLY AND
GIVE THEM WHAT THEY ASK FOR

Reviewing the Grant Proposal

- ONCE COMPLETE, REVIEW THE PROPOSAL, THEN PUT IT AWAY FOR THE NIGHT
- REVIEW AGAIN THE FOLLOWING DAY
- PASS IT ALONG FOR PEER REVIEW
- DO FINAL ASSEMBLY AND DOUBLE CHECK



Be prepared to state your history with or capacity to monitor or steward conservation lands.

- Do you have a Volunteer Easement Monitoring (VEM) Program or will staff or hired consultants do this?
- If you're partnering with a land trust, chances are they have an established monitoring program and can show documentation of their monitoring history.



Any questions on the Narrative before we
move on to the BUDGET?



B. THE BUDGET

Q. What are some of the expenses of a typical land conservation project?

1. Purchase Price of the Conservation Easement (or fee simple property)
2. Boundary Survey
3. IRS Qualified Appraisal
4. Phase 1 Environmental Assessment
5. Title Work/Title Insurance
6. Baseline Documentation Report (BDR)
7. Stewardship Contribution to land trust
8. Administrative Expenses (land trust/consultants)



- ONE grant is usually NOT going to be your ONLY FUNDING SOURCE.
- Most funders have a limit to their awards and require a MATCH (see sample budget)
- Funders love COLLABORATIONS and PARTNERSHIPS - set some funds aside in budget for land trust staff

B. THE BUDGET

See sample 2018 LCHIP Budget on last page of the handout.

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Land Conservation Project Budget - EXPENSES	
● Easement Purchase Price	\$ 70,000
● Boundary Survey	\$ 14,600
● IRS Qualified Appraisal	\$ 3,900
● Phase 1 Environmental Assessment	\$ 1,800
● Title Work/Title Insurance	\$ 712
● Baseline Documentation Report/Mgmt Plan	\$ 1,800
● Stewardship Contribution	\$ 11,610
● Administrative Expenses	\$ 2,308
● Legal & Recording Fees	\$ 760
● Stream Bank Restoration	\$ 3,310
● Final Grant Reports	\$ 1,200
TOTAL PROJECT EXPENSES:	\$ 112,000

Land Conservation Project – FUNDING SOURCES	
LCHIP Grant	\$ 20,000
Town Conservation Fund (LUCT)	\$ 20,000
PREP Land Conservation Transaction Grant	\$ 3,500
NH DES – Aquatic Resource Mitigation (ARM) Fund	\$ 70,000
Private Donations	\$ 6,000
TOTAL PROJECT INCOME:	\$112,000

STEP 3 Implementation & Management of the Grant Award



1. What to do if you get the award.
2. What to do if you don't get the award.

If you are awarded the grant

1. First, send a thank you letter.

Helps establish and develop a positive relationship with your funders.



If you are awarded the grant

2. READ ALL INSTRUCTIONS and DOCUMENTS that come with approval letter (may have to sign and mail back an acknowledgment form, etc.)
3. CREATE A FILE for THIS GRANT only, if you haven't already.
4. MARK ALL CALENDARS with due dates of reports, budget reimbursement requests, etc..
5. Do what you said you would do with the money.

If you are not awarded the grant

1. Disappointing, yes, but do FOLLOW UP: Can still be the start of building a relationship with the funder. (Most applicants don't do this!)
2. Send a thank you letter for reviewing your proposal and ask for a meeting or conference call to discuss your proposal.
3. Once you find out why and what improvements you could make (if any), ask how long before you can submit again.

YOUR QUESTIONS



QUESTIONS

List of TIPS and REMINDERS

1. Match funding source to your project. Determine if your project is ELIGIBLE by reviewing each funder's mission, goals.
2. Contact your local land trust early on in the process.
3. If after reading through all documents you still have questions, call the funding organization to ask questions (if they allow it).
4. Be prepared to state your capacity to monitor or steward conservation lands (if not partnering with a land trust).
5. Typically grants will cover only a portion of your budget.
6. Send a thank you letter if awarded the grant: build relationships.
7. Send a thank you and ask for a meeting if you don't get the grant.

Truslow Resource Consulting LLC

Land Conservation Services include:

- GIS mapping and Land Conservation Planning
- Land Conservation Project Management
- Grant Writing/Proposal Preparation
- Baseline Documentation Reports
- Phase 1 Environmental Assessments
- Water Quality Assessment
- Stream/Wetlands/Water Resource Restoration

**PLEASE REMEMBER YOUR
EVALUATIONS WHEN YOU GET HOME**

THANK YOU



2018 NHACC CONFERENCE SUPPORTER

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