Pitch Your Project Workshop

October 6, 2023

Agenda

- Introductions
- About CCPI
- Grant Guidance
- Elevator Speech
- One Page Project Summary
- Funder Roundtable: What to Expect
- Tips for Connecting with Funders

About Columbia County Placemaking Initiative

- Cooperative Agreement between USDA-RD and Hailstone Economic
- Placemaking Plan
- Park and Broadband Plans
- Implementation Support

Types of funding

Finding funding opportunities

Evaluation criteria

Developing relationships with funders

Grant Guidance

GRANTS

MARKETING
INVESTMENT

LOANS

BONDS

Types of Funding

Grants.gov

Department websites and email lists

Foundation websites

FC Search

Conversations with partners

Finding Funding Opportunities

Evaluation Criteria

- Community need
- Project design
- Staff and management plan
- Leveraged funds

Successful Proposal Development

ENGAGES STAKEHOLDERS

IDENTIFIES AND ADDRESSES NEEDS AND OPPORTUNITIES

CLEAR STRATEGY AND PURPOSE

IDENTIFIES RESOURCES NEEDED TO ACHIEVE GOALS

REALISTIC TIMELINE

BASIS TO EVALUATE SUCCESS

Elevator Speech

I'm/my name is_____

I'm the/a (title) with/at/for (organization/municipality name)

We help (who) (verb) (outcome) by/through (action), (action), (action).

Transition or Call or Action

Elevator Speech

I'm Jessica Dreistadt

I'm a Senior Advisor for Hailstone Economic

We help municipalities create sustainable change through research, planning, and implementation support.
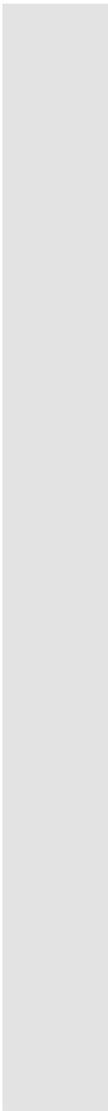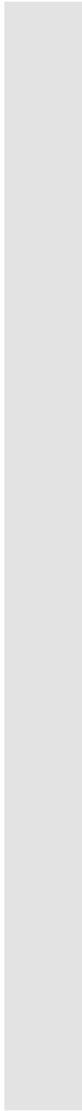
Tell me about you!

Sample Call to Action

USDA Rural Development can transform a community when our programs are leveraged for impact. Can we set up a meeting in the future so we can discuss projects in your community and how my agency can be a partner to you to build your vision into a reality?

Elevator Speech

Your Turn!

One Page Project Summary

Name of Project/Program

One line summary: (Name of project/program) helps (who) (verb) (outcome) by/through (action), (action), (action)

Need for the Project/Program

Details about Project

Expected Outcomes

Call to Action

One Page Project Summary

Our Food Pantry

Our Food Pantry helps people in Columbia County improve their health through regular access to a variety of nutritious foods.

X% of adults and x% of children in Columbia County are food insecure. X% of households rely on SNAP to purchase enough nutritious foods.

Through a partnership with the regional food bank, we engage 75 volunteers to distribute food to the community five days a week including one evening and Saturdays. As a choice pantry, our guests can select the foods that they are most likely to eat.

More than 200 households will have access to 10,000 pounds of food including 300 pounds of fresh produce.

For more information, call_____
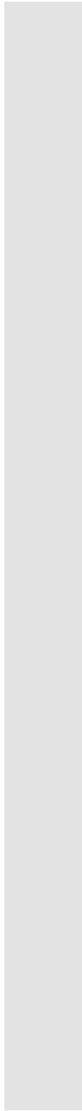
One Page Project Summary

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The Result: More than 200 households will have access to 10,000 pounds of food including 300 pounds of fresh produce.

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One Page Project Summary

Your Turn!

Tips for Connecting with Funders

Do your research

Reach out early

Connect with their interests

Ask questions

Be natural, but professional

Be honest about needs and challenges

Follow up

Be a resource

Funder Roundtable

Thursday, October 19

Noon: Lunch and plan reveal

1 to 4 p.m. Funder Roundtable

Participating Funders:

- U.S. Department of Agriculture
- PA Department of Community and Economic Development
- PA Department of Conservation and Natural Resources
- PA Department of Environmental Protection
- SEDA-Council of Governments
- Susquehanna Valley United Way
- Community Giving Foundation

Questions?

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