



Grant Writing 101

HILLSBOROUGH COUNTY COUNCIL OF PTA'S & PTSA'S

Say YES to Grants!



Grants are a wonderful way to fund your PTA. Remember our purpose is to advocate NOT to fundraise.



National PTA grants are perfect for local units who have no experience with grants.



National PTA grants can help create meaningful programs that engage your students and community



National PTA offers grants EVERY YEAR – if you are not approved try, try, and try again.

National PTA Grant Writing Tips

Know What Grants Exist and
When to Apply

Tell a Compelling Story

Share How the Grant Would
Impact Your School Community

Show Your Enthusiasm

Answer All Parts of the
Questions

Promote Family Engagement

Get a Second Set of Eyes

PTA Programs



The mission of every PTA is to ADVOCATE for our students NOT to fundraise. PTA Grants are a wonderful way to create new programs.



Check out some National PTA Programs:
<https://www.pta.org/home/programs>

You DO NOT need a grant to do these programs at your school.

National PTA 2021-2022 Winter-Spring Grant Application Rubric

This is the exact rubric that National PTA judges will use to score your application. We recommend you look at this as you complete your application so you know what the judges will be looking for.

Question 1: Barriers and equity: What are the barriers that have prevented your PTA from running effective programs in the past? Or, what barriers do you anticipate experiencing in running programs this upcoming year? (For example, do you need to have materials translated in more languages? Do you need to find new ways to inform families about these opportunities?) And then, how do you plan to use this grant funding to address those barriers?

- 0: The answer does not identify barriers for their PTA and does not identify any solutions for solving possible barriers.
- 1: The answer mentions barriers but does not explain how those barriers already have or might impact their PTA's programs and does not explain how they plan to address those barriers.
- 2: The answer mentions barriers and loosely explains how they already have or might impact their PTA's programs but does not explain how their PTA will address those barriers.
- 3: The answer clearly explains the barriers and how their PTA will address those barriers but does not provide a high level of detail or concrete examples of how their PTA will use this grant funding to address those barriers.
- 4: The answer clearly explains the barriers and how their PTA will address those barriers and provides concrete examples for how their PTA will use this grant funding to address those barriers.

Question 2: Community needs: Share with us 1) how you're going to determine what your community's needs are for this school year and 2) how your PTA knows that the program(s) you are selecting below are going to meet those needs.

- 0: The answer does not explain how the PTA determined community needs or how the program(s) will meet those needs.
- 1: The answer mentions community needs but does not explain how they were determined or how the program(s) will meet those needs.
- 2: The answer explains a process for determining community needs OR explains how the program(s) will meet those needs.
- 3: The answer explains both how they're determining community needs and how the selected program(s) will meet those needs but does not give detail.
- 4: The answer explains both how they're determining community needs and how the selected program(s) will meet those needs in significant detail.

Question 3: Membership: How will you incorporate other or new members of your PTA in the planning, delivery and wrap up (evaluation/reporting) of your program?

- 0: The answer does not explain anything about other members of their PTA.
- 1: The answer mentions that other members of their PTA will be involved but does not explain in what ways.
- 2: The answer generally describes how other members of the PTA will be involved, but the plan does not include other members' involvement in more than one way.
- 3: The answer generally describes how other members of the PTA will be involved and the plan includes these other members being involved in more than one way (i.e., in both the planning and the delivery).
- 4: The answer describes in significant detail how other members of the PTA will be involved and the plan includes these other members being involved in more than one way (i.e., in both the planning and the delivery).

For the Grant-Specific Question portion, please mark 0: N/A They are not applying for this grant. if the PTA has not applied for the grant.

Grant-Specific Question: PTA Connected + TikTok: Does this applicant explain how they plan to recruit and engage high school students in this program?

- 0: N/A They are not applying for this grant.
- 0: They do not explain a plan of implementation at all or solely mentions use of non-PTA programming or resources.

- 2: Show a basic plan of implementation of the PTA Connected + TikTok program and resources but does not specify how to engage high school students and caregivers.
- 4: Demonstrates explicitly how they will implement the PTA Connected + TikTok program, resources and how they will engage high school students.

Grant-Specific Question: STEM + Families Math Night: Does the applicant show an understanding of the importance of engaging all families?

- 0: N/A They are not applying for this grant.
- 0: They do not show an understanding of the importance of engaging all families or explain their plans for making sure all families feel welcome to attend the Math Night.
- 2: They show a basic level understanding of the importance of engaging all families but does not specify plans for making sure all families feel welcome to attend the Math Night.
- 4: They show an understanding of the importance of engaging all families and explains in detail their plans for making sure all families feel welcome to attend the Math Night.

Grant-Specific Question: Tobacco Prevention Campaign Does this applicant detail their current or existing tobacco prevention education and advocacy efforts?

- 0: N/A They are not applying for this grant.
- 0: They do not mention their current or existing tobacco prevention education and advocacy efforts.
- 2: They mention their current or existing tobacco prevention education and advocacy efforts but does not provide details.
- 4: They explicitly provide details about their current or existing tobacco prevention education and advocacy efforts.

Grant-Specific Question: STEM + Families Science Festival: Does this applicant show an understanding of the STEM + Families Science Festival grant?

- 0: N/A They are not applying for this grant.
- 0: They do not show an understanding at all or solely mentions use of non-PTA programming or resources.
- 2: Shows a basic level of understanding that the STEM + Families Science Festival program and resources exist but does not specify how they will use them.
- 4: Demonstrates explicitly how they will implement the STEM + Families Science Festival program and resources.

National PTA Grant Application Walk Through

<https://www.loom.com/share/949910c8e37c4f9c8439827dfd54b2bd>

Grant Opportunities

- Florida PTA
- Hillsborough County
- Local Businesses
- Search Areas of Interest

National PTA Grants in action!



National PTA Grants in action!

