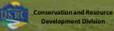


Writing Purpose and Need

- Goals and Objectives
- Purpose and Need
- Project Summary/Abstract

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Identify your need

- Problem that needs to be fixed?
- Need to understand issue?
- Educational need?
- Funding gap?



The need will help determine what your goals are and help you identify a funding source.



Determine funding sources: Project goals vs. Program Purpose

- Every grant exists for a specific purpose
 - Does your project fit that purpose?
 - Is your group eligible for funding?
- Look for match between your project and the grants you seek.
- If project isn't a fit, don't force it.
- Contact funding sources – request information




Writing Purpose and Need in your Application

- Purpose
 - Goals and Objective – link **your** goals and objectives to the **grant program** purpose
- Need
 - History of problem – give context to the issue
 - Severity – How bad?
 - Urgency – How immediate is the need?



Thread the purpose of the grant program throughout your application



Goal vs. Objective

Goal: broad and general; provides a statement of the project purpose

Objective: measurable and specific; describe a specific outcome of the project and when this outcome will be achieved.

Goal	Objective
Reduce pollution in a particular stream	Remove mine waste from stream
Improve water quality in Tramway Creek and the Little Blackfoot River	Remove and safely contain mine waste from the Tramway Creek watershed by October 2018



Define your goals

Goal: broad and general; provides a statement of the project purpose

- Have a vision of what the end product will be
- Make the goal attainable and realistic
 - Unattainable goals may call your project into question.
- **Clarity in your goals will set the stage for success.**



Outline your objectives

Objective: **measurable and specific;** describe a specific outcome of the project and when this outcome will be achieved.

- Objectives define how a project will accomplish the goal.
 - What are the expected outcomes of the project?
 - Who/What will benefit?
- Be S.M.A.R.T
 - **S**pecific, **M**easurable, **A**chievable, **R**esults-focused, and **T**imely
- Objectives should identify tasks to be completed



Conservation and Resource Development Division

Goal → Objectives → Tasks

Set yourself up for success!
Make the connection clear.

Goal

- Objective 1
 - Task 1
 - Task 2...
- Objective 2
 - Task 1
 - Task 2...

Example:
Goal 1 – Improve water quality in Tramway Creek and the Little Blackfoot River

- Objective 1 – Remove and safely contain mine waste from the Tramway Creek watershed by October 2018
 - Task 1 – Project planning. Finalize sampling and mine characterization activities. Work to occur summer 2017.
 - Task 2 – Finalize Engineering Evaluation Cost Investigation (EECA). Prepare contracts and interagency agreements to authorize response actions. Work to occur fall and winter 2017.
 - Task 3 – Improve and partially realign existing ...



Conservation and Resource Development Division

Worksheet Example

Be consistent – Each step of the process informs the next. Make that connection clear and easy to see.

See other resources on DNR Resource Development Bureau Resources and Training Page:
<http://dnrc.mt.gov/divisions/cardd/resource-development/resources-and-training>

Project Info _____
Project Goal _____
Project Objectives _____

Tasks (sometimes objectives)	Schedule	Budget

Project Goal: broad and general; provides a statement of the project purpose.
Project Objectives: measurable and specific; describes a specific outcome of the project and when this outcome will be achieved.
Task: Activity to be completed; tasks are tied to specific objectives.
Goal → Objectives → Tasks (tied to budget and schedule)



Conservation and Resource Development Division

Writing Purpose and Need in your Application

- Purpose
 - Goals and Objective – link **your** goals and objectives to the **grant program** purpose
- Need
 - History of problem – give context to the issue
 - Severity – How bad?
 - Urgency – How immediate is the need?



Thread the purpose of the grant program throughout your application



Project Need

- Explain the benefits of completing the project
 - Project History
 - When did problem develop?
 - Describe effort to address including project partners – show support for the project.
 - Severity and Urgency
 - Quantify as much as you can, but don't stretch the truth
 - What is the impact of no action?
- Paint a picture of what is possible by completing the project



Remember, the need and urgency of the project will be viewed through the lens of the program purpose when reviewed and scored

Thread the purpose of the grant program throughout your application



Abstract – Project Summary

- An abstract is a short summary.
 - Usually less than 300 words.
- Covers the high points
 - Project goals and objectives
 - How this will be accomplished
 - Benefits of project
- Remember – Emphasize how the project fits the grant program



Summary: Writing Purpose and Need



Purpose (goals and objectives) and need provide a sketch of what a successful project may look like

Technical and financial narratives fill in the rest of the picture to show how the project will be successful.