Applied Grant Writing Course Online

INSTRUCTOR INFORMATION
Name: Mr. David Kincade, MA
Email: support@albertabusinessgrants.ca

About the course

The desired outcome of this course is that students move from theory to applied grant writing. Students either bring a strong foundation in grants or have taken the Advanced Grant Writing Course 101. This personalized Applied Grant Writing Course includes 42 hours of instructional hours with trainer interaction in each module. This course substantially differentiates from the Advanced Grant Writing Course as this training is personalized and not in a group.

In addition to learning the skills to successfully find grants, meet grant agencies, and write compelling government grant applications, you will complete these tasks. Working directly with an instructor in assigned training hours, students are engaged in direct activities to build their master grant application. The online portal provides additional guidance, videos, templates, and draft answers. After taking this course, students can move forward confidently with a completed grant application.

This class is for learning how to write large and complex grant applications. You will be working in an online learning environment with 42 instructional hours and interaction with the training provider.

Here are the features and benefits to develop the fundamental skills for advanced grant writing:

- 12 weeks. Starts on the 27th of June 2022.
- Classes run weekly for a total of 42 instructional hours and cover the training activities and programming outlined below.
- Interaction with the trainer.
- The classroom facilitation is led with an instructor and delivered live via Zoom each week. David Kincade, MA will be the lead instructor for this course (see biography below). Other resources include guest speakers, a custom VIP grant package, as well as an online learning portal.
- Systems and processes are available on the course platform 24/7.
- Our draft answers and templates will be available to students.
- We teach how to complete all aspects of a grant application and the most efficient order.
- Working with the instructor, students complete each week's section for their master grant application before completion.
- Upon completion of the course, you will earn an Applied Grant Writing Course Certificate**.**

About potential students

- Your industry has grants. See the list on this page for grant sectors.
- This course is not an "introduction to grants"; it's an applied grant writing course.
- Students include company founders, as well as employees in grant-eligible organizations.
- Students are building a master grant application. This course is for large, complicated grant applications (i.e. emission reductions, geothermal, municipalities, non-profits, innovative, scaling technology platform, and exporting globally digitally).
- Training Cost: $10,000 plus GST.

Course Syllabus and Training Details

Module One:
- **Grant Fundamentals.** Develop the documents, information, and resources are critical to succeed in grant applications. Engage and identify stakeholders in a way that builds trust. 3.5 hours

Module Two
- **Finding Grants.** Efficiently and effectively find grants that fit your business. Become proficient at identifying and tracking government grants. 3.5 hours

Module Three
- **Product on a Page.** Write your grant application on one page. Students complete a Lean Canvas model that answers the most important grant agency questions. 3.5 hours

Module Four
- **Meeting Preparation.** Meet with grant agencies and build trust. Create a meeting preparation template to ensure the most important questions are asked before you meet with the agency. 3.5 hours

Module Five
- **Project Management.** Most grants fund projects, not general operations. Build clear and concise project plans, including objectives, anticipated outcomes, and deliverables.
- Large grants require business plans and financials. Build business plans by leveraging grant application content. 3.5 hours

Module Six
- **Technology Roadmap.** Develop a clear technology path forward from conception to commercialization. Communicate technical details in a non-technical way. These answers can be integrated in the grant application. This method saves hours of time and strengthens a team. 3.5 hours

Module Seven
- **Marketing Overview.** Communicate your value in a way that grant agencies measure success. Draft thorough and compelling answers to the most common marketing questions. 3.5 hours

Module Eight

- **Intellectual Property.** Nearly every grant application asks multiple questions about patents, trademarks, copyrights, and trade secrets. Leverage exceptional resources to build great answers, save time, and reduce risk. Templates are available to assist students. 3.5 hours

Module Nine
- **Risks & Mitigation.** Governments want to mitigate risk. Communicate with risk-adverse grant agency staff. Our team has developed extensive checklists to ensure you are planning for risks that your business and project faces. You will have access to our draft answers and research to develop your own responses. 3.5 hours

Module Ten
- **Economic Impacts.** Grants are government money, and governments have economic goals. Learn how to communicate your economic impact in your grant applications. Leverage our government research content to present your application in the strongest position.
- **Social Impacts.** Governments often use grants to further their social goals. Communicate your business' diverse social impacts to grant agencies. Our team leverages government research to build exceptional answers. 3.5 hours

Module Eleven
- **Bringing it all together.** Gained the skills required to write a high-quality grant application on your own. Working with the trainer, students update and finalize the most critical aspects of their grant application. This class helps prepare students for the final presentation. 3.5 hours

Module Twelve
- **Submitting your application.** Working with the trainer, students finalize their application. Feedback is given to the student for final edits. By the end of this course, students will have a high-quality grant application completed. 3.5 hours

OTHER COURSE DETAILS

Hours
- Instructional Hours: 3.5 weekly
- Total Training Instructional Hours: 42 hours

Dates of Training
- Begin: June 27, 2022
- End: September 19, 2022

Course Title:
- Applied Grant Writing Course

Delivery Method:
- Online

Credential:
- Applied Grant Writing Certificate awarded at the end of class

Provider Name:
- Alberta Business Grants Ltd.

Provider Type:
- Private Trainer

Mailing Address:
PO Box 88051
Rabbit Hill Post Office
Edmonton, Alberta T6R 0M5
Canada
Phone Number:
780-297-6177
Website:
https://albertabusinessgrants.ca/applied/

Cost:
$10,000 plus GST

More Information
Ask about possible training grants.

Instructor: David Kincade

Biography

David's background includes nine years as a successful grant writer totalling over $4.5 million in wins. He has written several winning applications for nearly every prestigious business award in Alberta. He is the author of *The Ultimate Guide for Winning Government Grants: 100 Golden Grant Rules.*

Prior to Alberta Business Grants, David worked for four years at the Legislative Assembly of Alberta as a finance research analyst and executive assistant to the leader of the official opposition. He has taught political science students at the University of British Columbia, Wilfrid Laurier University, Grant MacEwan University, and the University of New Brunswick. David speaks enough French to get by and holds a Master's degree in Canadian Politics specializing in media and public opinion. David has been a member of the Edmonton Sunrise Rotary Club for five years, volunteers with Elevate Aviation, and plays recreational hockey. David is committed to living a life of success and significance in his community.

TESTIMONIALS

David Kincade's Advanced Grant Writing Course will position your company for success. Templates are provided to improve efficiency and allow you to write high quality grants faster. The collaborative nature of the course has an intimate class size that allows for an open and supportive learning environment. Look no further to obtaining the essential tools to represent your company's vision to investors, grant funders and stakeholders to unlock the funding you deserve.
-Rochelle Longval

"I have worked with David Kincade over the six years and find him both high integrity and very knowledgeable. David told us what he would do, when, and delivered every time. Uncommon in today's world so I highly recommend him. He has completed more grants by far than his costs."
Ed Alfke, Chairman of Radicle Inc.
2017 EY Entrepreneur of the Year in CleanTech and Environment

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"I've known and worked with David for years. He is an expert at government grants, political process, and business awards. If you're trying to secure government funding, you found the best."
Frank Burdzy, President & CEO Champion Petfoods
2016 Exporter of the Year & Premier's Award of Distinction Winner

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"I've known David for several years. He is hard-working, organized and brilliant at securing government funding and winning awards. He has helped us build relationships with key stakeholders and win large government grants. If you're trying to secure government funding, he is head and shoulders above the rest anyone else we have worked with."
Ted Power, President ViewTrak Technologies

2017 Alberta Small Business Award of Distinction, 2017 Innovation of the Year – AIRMILES Small Business Achievement Awards, and 2016 Alberta Export Award of Distinction

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Other Testimonials:
"My team and I booked David Kincade's 1-hour working session. We were blown away by his grant knowledge. He showed us how grants work, which grants we should apply to, and answered all our grant

questions. I highly recommend this service if you're looking to figure out how to win business grants." Brandi M.

"I signed up for the 1-hour working session with David. I was blown away by how many grants he found for my business, as well his grant knowledge. Prior to this meeting, I was relatively new to the grant space. He showed me everything from how governments work, where to find grants, how to successfully approach grant agencies, and tips on writing great applications. I learn a lot and it was definitely great value. Thank you David!" Zhiya S.

"The grant Zoom call was very useful. There is value in everything discussed. I see opportunities." Patricia U.

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