# Advanced 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 learn how to write their high-quality grant application, faster.

You will be taught the skills to successfully find grants, meet grant agencies, and write compelling government grant applications. Leveraging our extensive online portal, students write their master grant application with our guidance, feedback, templates, and draft answers. After taking this course, students move forward with confidence in grants.

This class is for advanced grant writing. The course offers 12 modules that cover all aspects of large and complex grant applications. This course is delivered in a group setting with trainer interaction in an online learning environment. Each class has a short break to get your coffee or tea topped up!

Here is how the Advanced Grant Writing Course works:

- 12 weeks. Starts online the 28th of September 2022 at 9am MST.
- Classes run weekly for a total of 21 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 in the most efficient order.
- Students are expected to complete each week's section of their master grant application.
- Upon completion of the course, you will earn an Advanced Grant Writing 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 advanced 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: $5,000 plus GST.

**Course Syllabus and Training Details**

**Module One:**
- **Grant Fundamentals.** Gain an understanding for which documents, information, and resources are critical to succeed in grant applications. Learn to engage and identify stakeholders in a way that builds trust.

**Module Two**
- **Finding Grants.** Learn how to efficiently and effectively find grants that fit your business. Become proficient at identifying and tracking government grants.

**Module Three**
- **Product on a Page.** Develop the skills required to put your grant application on one page. Students complete a Lean Canvas model that answers the most important grant agency questions.

**Module Four**
- **Meeting Preparation.** Learn the steps and skills required when it comes to meeting with grant agencies and building trust. Create a meeting preparation template to ensure the most important questions are asked before you meet with the agency.

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

**Module Six**
- **Technology Roadmap.** Grants require are clear technology path forward from conception to commercialization. Gain an understanding of technical details, communicating with technical teams, and which questions to ask. These answers can be integrated in the grant application. This method saves hours of time and strengthens a team.

**Module Seven**
- **Marketing Overview.** Learn how to think like a grant agency when it comes to marketing. Draft thorough and compelling answers to the most common marketing questions.

**Module Eight**
- **Intellectual Property.** Nearly every grant application asks multiple questions about patents, trademarks, copyrights, and trade secrets. Learn to leverage government-funded resources to build great answers, save time, and reduce risk. Templates are available to assist students.

**Module Nine**

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

**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. Gain an understanding how to communicate your business' diverse social impacts to grant agencies. Our team leverages government research to build exceptional answers.

**Module Eleven**

- **Bringing it all together.** Students have gained the skills required to write a high-quality grant application, faster. In this class, students update and finalize the most critical aspects of their grant application. This class helps prepare students for the final presentation.

**Module Twelve**

- **Individual Grant Presentation.** Students will be given the opportunity to present their work. Feedback will be given from other students and the instructors. By the end of this course, students will have a high-quality grant application completed.

**OTHER COURSE DETAILS**

**Hours**
- Instructional Hours: 21 over 12 weeks.
- Classes are 1.5 hour each week.
- Two 1.5-hour labs for grant calendar and one-pager feedback

**Dates of Training**
- Begin: September 28, 2022
- End: December 14, 2022

**Course Title:**
- Advanced Grant Writing Course

**Delivery Method:**
- Online

**Credential:**
- Advanced 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/grant-writing/

**Cost:**
$5,000 plus GST

**More Information**
Ask up 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

"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.

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*"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.

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

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