

Focus on Energy Renewable Energy Program Grant Writing Tip Sheet

General Advice

- Be sure that you, and the project you have in mind, are eligible for Focus on Energy incentives. Use the eligibility tool at focusonenergy.com or call 800.762.7077.
- Ensure that the aim of your project matches the intended scope of the grant for which you are applying.
- Read the grant application form carefully and complete it in a clear and concise manner; provide adequate information so that the grant review committee will understand the scope of your proposal.
- Your proposal will be scored by a committee based on its content, not by other information that committee members may know about you or your project. Ensure you respond to all questions completely.

Scope of Work

- Clearly state your objectives and detail the project's specific tasks and deliverables.
- Provide a timeline that is reasonable.
- Ensure that the timeline begins AFTER the grant review committee has reviewed your grant
- For Feasibility Study grants:
 - Describe the building, facility or process that will be studied
 - Explain what type of technology is being considered
 - If possible, provide a rough estimate of the system cost and estimated energy savings
- For Business and Marketing grants:
 - Discuss how the project will help develop your business
 - If possible, quantify expected benefits, such as increased sales
 - Will the project benefit other renewable energy businesses in Wisconsin? If so, how?

Budget

Show how you will share the cost of the project, including:

- All costs needed to complete the project
- Verify that the hourly rates reflect the expertise of the individual(s) who will be providing the indicated service(s)
- Value of time donated by you or others
- Cost of equipment or supplies you provide
 - Equipment that can be used for other purposes will not be co-funded
 - e.g. laptop computers, vehicles, etc.
- Include other grants that will support the project as part of the cost-share

Qualifications

Provide detailed descriptions of your team's qualifications in the following areas:

- Management and administrative skills
- Technical, marketing or business skills and experience

Grant Program Support Services

Contact the Focus on Energy Renewable Energy Program with questions at:

- 888.476.9534
- 608.441.3840
- renewableapplications@focusonenergy.com