



*cutting through complexity*

# Prepare your Organization to Compete for Grants

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## **HOW TO PREPARE YOUR ORGANIZATION TO COMPETE FOR GRANTS**

- I. Positioning for Application and Success**
- II. Should Your Small Nonprofit Go After Grants?**
- III. Where Should Small Nonprofits Look for Grants?**
- IV. Grant Writing Myths Busted**
- V. Q&A**

# Positioning for Application and Success

## Successful organizations have the following:

- ❑ **A history of successful collaboration with other entities and groups**
  - ❑ local foundations, other agencies, other stakeholders
  - ❑ corporate philanthropy programs
- ❑ **Capacity and structure**
  - ❑ right staff with right qualifications (board structure, legal structure, exemption, etc.)
  - ❑ knowledge of industry/sector
  - ❑ Adequate technological resources or alliances
- ❑ **Focused on objective measurement of community impact**
  - ❑ Can you quantify the social return on investment
  - ❑ Use of logic models to design and evaluate the programs
- ❑ **A proposed program that reflects nationally recognized best practices**
  - ❑ Aligned with national best practices recognized in the literature and funding sources

# Positioning for Application and Success (cont.)

- ❑ **A need supported by current relevant data from credible sources**
  - ❑ Sufficient statistical evidence to support proposed solution
  - ❑ Updated data – from national and local databases
  - ❑ Maintain balance between reason and emotion
- ❑ **Credible evaluation plan or external evaluator**
  - ❑ Evaluation plan – short term – mid term – long term
  - ❑ Do you have outcomes measurement strategy?
- ❑ **Relevant collaborations**
  - ❑ Backed-up in writing
  - ❑ Understanding memoranda – letters of support

# Where Should Small Nonprofits Look for Grants?

## Know Your Organization

- If your Organization has never applied for a grant or
- Does not have a large number of Donors
  - *LOCAL FUNDING is the BEST WAY to START building CREDIBILITY*
  - *Wining Foundation's funding requires excellent relationships*
- If your Organization are eligible for a Federal Grant, there is no reason not to apply.*
  - Many foundations tend to fund locally*
  - Small and New NPO can get grants if all eligibility requirements are satisfied*

## Search for Funding

- Internet databases
- News Papers
- Annual Reports
- Government sites

# Grant Writing Myths Busted

## I. Writing a Grant is an instant solution to our Money Problems

- Rarely the first grant seekers get funded

## II. Grants aren't like other fundraising ...it's a different "animal" altogether

- If you get rejected find out WHY and how can you do better next time

## III. The economic climate caused foundations to cut back on funding so why apply?

- It may take 1 to 2 years before your efforts pay off (They usually meet once a year)

## IV. Foundations do not provide for operational support

- A shift has occurred – a bit more from programmatic funding to operational funding

## V. We don't know how to search for funders and databases are expensive

- Use a public library / there are FREE databases

## VI. Writing a grant proposal is complicated

- Make sure you follow the Guidelines

## VII. We do not have a proposal writer and they are expensive

- Look for someone who can learn – or for a volunteer! After all we are NPOs

# Thank you

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