



A STRATEGIC APPROACH TO GRANTS

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The Bottom-Line



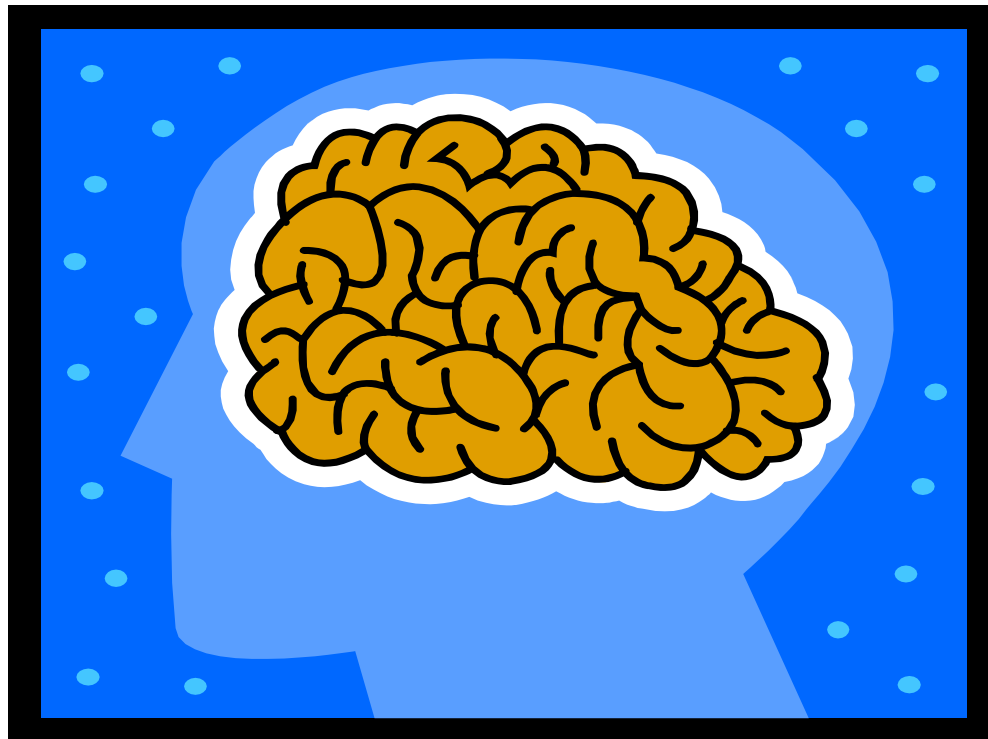
It's about **relationships, knowledge, capacity, passion and execution.**

Relationships

Don't go into this water alone...



Knowledge



Capacity



future?



Passion and Execution



Smart planning, good writing and strong data will get your foot in the door, passion and relationships will keep the door open and quality execution will set up apart.

Who Gives the Charitable \$?

- Individuals 71%
- Foundations 16%
- Bequests 9%
- Corporations 5%

Total Charitable Giving = \$373 Billion

Source: Giving USA 2016

Who gets the grants?

□ Religion	32%
□ Educational Inst.	15%
□ Human Services	12%
□ Gifts to Foundations	11%
□ Health	8%
□ Public-society Benefit	7%
□ Arts, Culture & Humanities	5%
□ International Affairs	4%
□ Environmental/Animal	3%
□ Miscellaneous	3%

Develop a grant when:

- 3 Cs of Need:
 - ▣ Clear need
 - ▣ Compelling case
 - ▣ Competitive fit
- Strategic fit for your organization
- Administrative capacity:
 - ▣ Implementation
 - ▣ and SUSTAINABILITY!



Do not develop a grant if:

- ❑ Seeking “miracle” funder
- ❑ Unknown capacity to implement
- ❑ Unready to take on grant development process
- ❑ Limited buy-in



What do grants fund?

- Programs
- Capacity Building
- Operating
- Capital or Equipment
- Endowments
- Matching gifts
- Emergency Needs



Types of Grant Sources

- ❑ Community foundation
- ❑ Corporate foundation
- ❑ Family foundation
- ❑ Private foundation
- ❑ Federal, State
- ❑ Donor Advised Funds



First Step ... Are we ready?

Vet your idea: is it right for a grant?

- ▣ Ask staff, volunteers, board: Are we ready?**
- ▣ Define project needs/budget**
- ▣ Identify where grant funds fit within your overall funding plan**
- ▣ Begin the funder identification process**

2nd Step: Grantors Want to Know

Why?

How?

With What?

Near Term Results

Long Range Results

And

How will you measure success?

Sample Logic Model

Problem or issue to be changed	Strategies	Short term outcomes	long term outcomes
Depressed youth without any access to art therapy, art, or ways to express and learn creatively.	Refurbished place for youth to engage in arts programs Art classes Art exhibits Art therapy	Complete renovations to site Creative slate programs offered 30-50 youth engage First open house held	Healthy, creative kids who use art to achieve, deal with issues and express themselves.

You have a problem...You Need a Plan

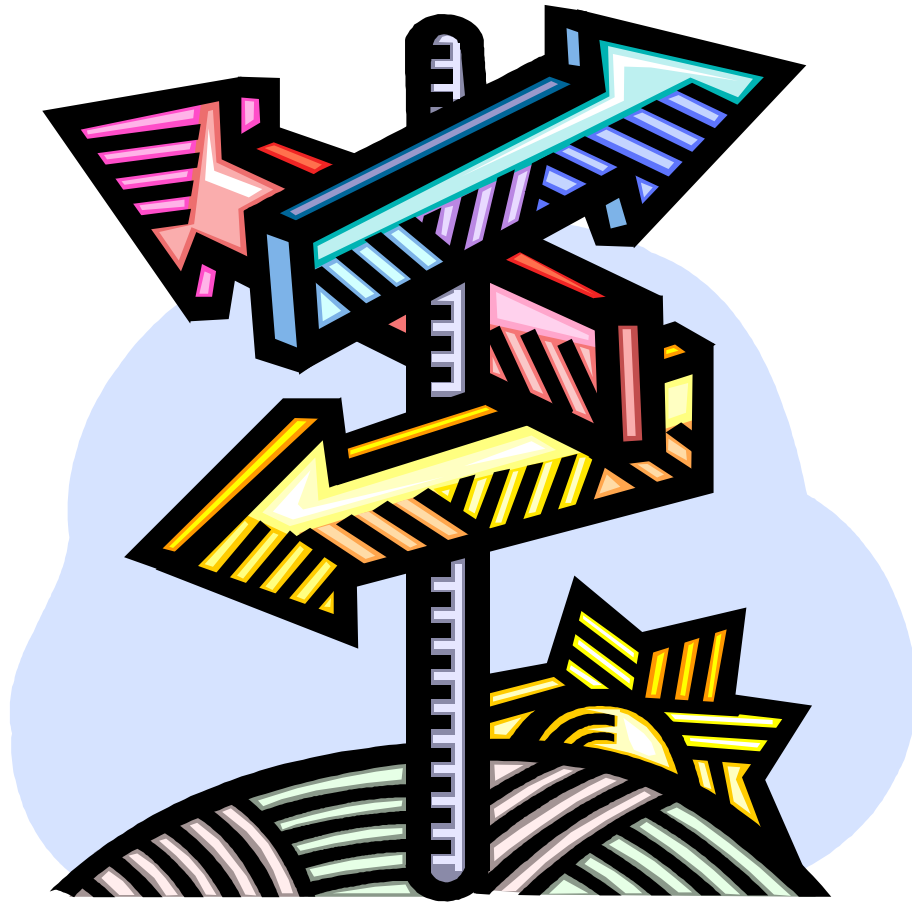
**Where
Dreaming ...**



Meets Reality

Matchmaker

Tools for Identifying Funding Partners



Where do I start?

Sleuthing



Where a conversation can take you...

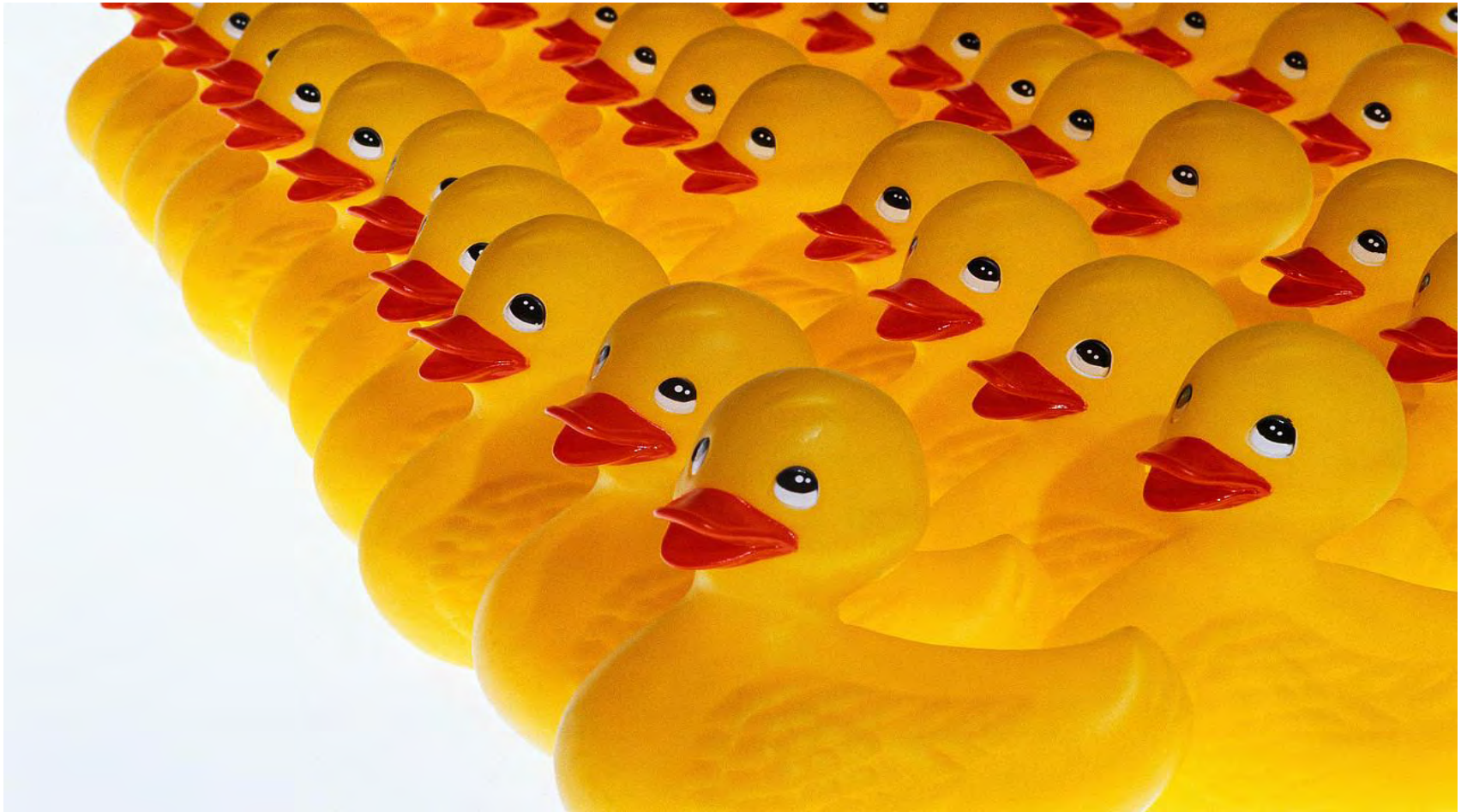
What hidden “gems” annual reports contain...

How the marketplace reveals sources.....

Ongoing attention to specific news sources...

What else?

Getting Your Ducks in a Row



Prepared to Tell the Story- Make it Real and Interesting



Make it Everyone's Job

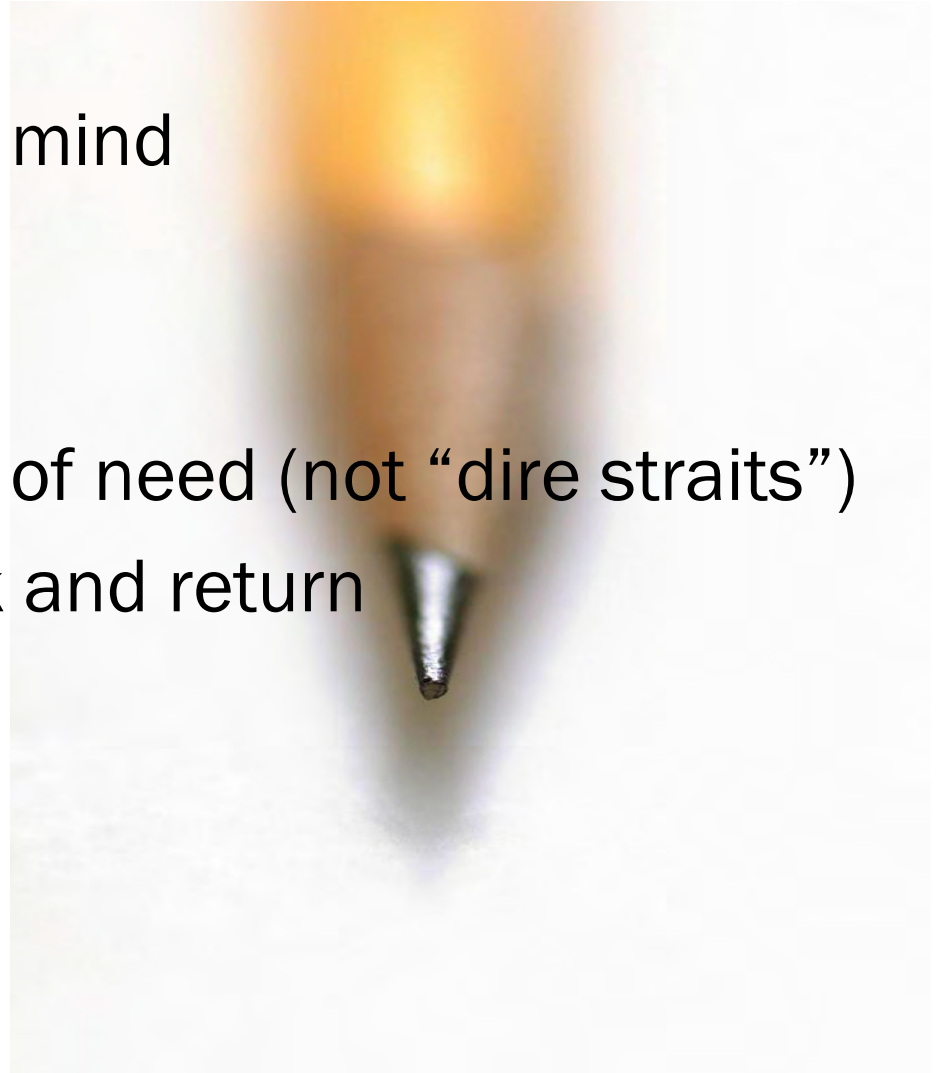
Tap into your

- ✓ Board
- ✓ Staff
- ✓ Volunteers
- ✓ Clients
- ✓ Colleagues



Tips...

- Imagine the reader
- Begin with the end in mind
- Follow the guidelines
- Plan ahead
- Even-handed portrait of need (not “dire straits”)
- Balance between risk and return
- Keep it simple



Building Funder Relationships

- If funded - stewardship!
 - Thank you
 - Maintain regular contact – they are a PARTNER now!
 - Feature them in press, reports, elsewhere (if they want)
 - Submit timely reports

- If not funded – follow up!
 - Ask them what you can learn from this
 - Do they recommend that you resubmit? Can they suggest another funder?
 - Thank them for their partnership



Questions?



NH Center for Nonprofits

www.nhnonprofits.org

603-225-1947

Thank you!