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SO YOU WANT TO GET A GRANT...
Today’s Agenda

- Overview
- Preparing & Presenting a Proposal
- Questions
- Research & Resources
- Questions
Overview - Pennsylvania

- 4,268 foundations in PA (2011) – not all active
- 5th largest foundation asset base in U.S. - $25.4B
- 8th in U.S. for foundation giving
- 70-90% of PA foundation funding goes to PA organizations
- Although there has been a “dip” in funding, the overall trend is UP
For every dollar invested in their advocacy, organizing and civic engagement ($26.1 million total), advocacy groups generated $122 in benefits for Pennsylvania communities.

-Strengthening Democracy, Increasing Opportunities
National Center for Responsible Philanthropy
Grant Beneficiaries in PA

PA Grants - 2008

- International
- Social Science
- Religion
- Science/tech.
- Health
- Environment/animals
- Public affairs
- Human Services
- Arts/culture
- Education

Philanthropy in Pennsylvania – Partners for Progress, 2011
Increasing Importance of Foundation Grants
The New Reality

Nonprofits need funds for

- Operating expenses need to be covered
- Lobbying and advocacy – a hard sell but they can be funded
- Program maintenance, ongoing funding

Foundations require increased

- Outcomes & evaluation, EBPs
- Collaboration, partnership & consolidation
- System - not program - focus
Utilize all Grant Options

- Planning and consultation
- Pilot projects
- Operating costs
- Specialized equipment
- Technology
- Research & Innovation
- Advocacy & Lobbying
More than $$$$

- Neutral convener
- Public policy advocate
- Research
- Publications on local issues
- Training & Technical assistance
BEFORE YOU WRITE A GRANT

...take nothing for “granted.”
Like a fine meal – It’s about…

- Preparation
- Presentation
Preparation

Identify your need

Identify potential sources of money and non-financial support

Match your need to the priorities of potential funders

Read the guidelines & application – now do it again and review periodically
Basics

- Are you a 501(c)3?
  - Most foundations can only give to 501(c)3 organizations

- Is this your first grant? If so, you may need to establish credibility
  - Start with a small project
  - Partner with an established agency or use a conduit
Preparation Tips

- Have some proposals “in the can” —
  - Use interns, board members, volunteers to research and write draft proposals
  - Keep the proposals on file and revise as needed

- The common funding or common grant application used in many areas is a good template to use
  - Helps you plan out the project, think about how to present it and do the background research
Preparation Tips

- Involve your staff in proposing grant possibilities and identifying potential funders
  - Builds the team & they may have a contact

- Be especially clear on advocacy proposal goals
  - Cannot always show immediate outcome beyond efforts & inputs - work toward measurable goals

- Ask for assistance if you need it – if you have a good idea, foundation will be willing to help
Have you considered...

- Is the project congruent with your mission & skills?
- Is it duplicating any existing programs of your organization or others?
- Do you have the capacity to manage & staff it or will you need to hire? If so, build in additional time
Have you considered...

- Do you have adequate support staff?
- Can and should you partner with another organization?
- How confident are you of the outcomes?
- How will you sustain it?
Be clear, concise and knowledgeable

Follow the guidelines!

Include evaluation plan & costs

Don’t forget overhead if it is allowed
Presentation Tips

☐ Tell a winning story - they should enjoy reading your proposal
  ☐ Make it personal – draw a picture
  ☐ The Hook - “They run out of food before they run out of month”

☐ BUT, do not waste their time – do your homework and research, and keep things concise

☐ This is where you can shine – YOU are the expert
Presentation – the 4 C’s

- Congruence or “fit” with the foundation goals
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- Context of your mission
Presentation – the 4 C’s

- Congruence or “fit” with the foundation goals
- Context of your mission
- Clarity of your goals and presentation
Presentation – the 4 C’s

- Congruence or “fit” with the foundation goals
- Context of your mission
- Clarity of your goals and presentation
- Continuity of relationship
Presentation - practicalities

- Honor deadlines and formats
  - Submit early if possible
- Be professional, not extravagant
- If you need help, Ask
What happens next?
Follow-up & revision

- Know the process and follow it
- Be flexible and collaborative
- Review and revise honestly
- Keep in touch
- Hope for the best; prepare for the worst
Not this time…

Don’t give up and don’t argue – what can you do better?

Can they advise on other sources of funds?

Revise & reapply

Leave the door open
And if you are approved....
Now what?

- Re-read your proposal and the requirements and follow them.
  - Set deadlines and assignments

- Keep your evaluation data up-to-date. Don’t get caught in a deadline squeeze

- Don’t wait until the end to acknowledge problems or to let them know if you need to revise the program – revision does not have to be a problem
Now what?

- Evaluation and program logic models have great value
  - Force you and the foundation to think the initiative through
  - Allow you to show its worth to the foundation, your board, constituents and staff
  - Use it in other contexts –
    - It’s simple, readily available, free
    - Training is very useful to get the most out of it – check with your UW or foundation
Questions?
SEARCHING FOR GRANTS

Many, many options
Rule #1 – Look & Ask

- There are hundreds of ways to search
  - Internet, consultants, libraries, regional association of grantmakers, colleagues, trade organizations, board members & staff, government contacts, newsletters...

- An ongoing process of expanding your knowledge & contacts

- Another excellent use for an intern
Federal Government

Grants.gov is the central federal site
- Lists all 26 agencies that issue grants
- Information and application resources
- Search by category, agency, dates, etc.
- A variety of tutorials
- Can register to get notification of new opportunities
- Technical support by email or phone
Commonwealth Grants

- There is no central site - Check individual departments

- Pennsylvania Department of Community and Economic Development (DCED) is major grantor and uses a single application form

- Build a relationship with key staff in key departments or offices
General Resources

- Overview of Grantmaking in PA – note links to other reports

- Top Giving Foundations in PA
  http://www.tgci.com/funding/top.asp?statename=Pennsylvania&statecode=PA

- Foundation Center- Foundation Finder searches by state. Zip, name; lots more info
  http://foundationcenter.org

- National Committee for Responsive Philanthropy - a “watchdog” of foundations, emphasizing community needs and advocacy
  http://www.ncrp.org/
General Resources

• National Center for Charitable Statistics – Clearinghouse on nonprofit data & resources
  http://nccs.urban.org/index.cfm

• Forbes Fund (Pittsburgh Foundation) – Supports management and policy-making capacity of the nonprofit sector through grantmaking, applied research and TA.
  http://forbesfunds.org/

• CAHWF Best Practices/evaluation info
  http://itech.dickinson.edu/libwiki/index.php/CAHWF_Class:_Best_Practices_Information_Sources
Writing Proposals

• Grant Proposal Writing Tips - Guidelines for the grant-writing process.
  http://www.cpb.org/grants/grantwriting.html

• Non-profit Guides - Grant-writing tools for nonprofits, including tips, sample proposals & letters, and links.
  http://www.npguides.org/

• Successful Grant Writing - A grant-writing consultant's outline of the basic steps necessary for planning the grant-writing process.
  http://www.generalcode.com/resources/grant-writing

• Writing a Successful Grant Proposal - Detailed outline of how to write and present a grant proposal.
  http://www.mcf.org/nonprofits/successful-grant-proposal
U. S. Census

- Data by state, county, Congressional district, MSA & more

- If this is of value to your organization – learn to use it!

- Help available from Census staff, libraries, Penn State Data Center, colleges & universities

- Basic search site: http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml
Resources for Advocates

• Advocacy Funding: Philanthropy of Changing Minds - free download if you register

• National Committee for Responsive Philanthropy has great resources & publications, including a 2011 report on importance/value of advocacy funding
  http://www.ncrp.org

• Advocacy Funding Pays Off Big
Resources for Advocates

- Study Finds Every Dollar Invested in Policy & Civic Engagement Raises $115 in Community Benefits

- Strengthening Democracy, Increasing Opportunities (2011 PA study)

- Alliance for Justice [www.afj.org](http://www.afj.org) (Bolder Advocacy tab)
Questions?
SUCCESS IS THE GOOD FORTUNE THAT COMES FROM ASPIRATION, DESPERATION, PERSPIRATION AND INSPIRATION.  
-EVAN ESAR