

Grantwriter Wisdom

"Fundraising is the gentle art of teaching the joy of giving."
-Hank Rosso

"You maybe disappointed if you fail, but you are doomed if you don't try."
- Beverly Sills

"All glory comes from daring to begin."
- Anonymous

"Devotees of grammatical studies have not been distinguished for any very remarkable felicities of expression."
- Bronson Alcott

"Deadlines are the mothers of invention."
- Jean Francois de La Harpe

"You can't wait for inspiration; you have to go after it with a club."
- Jack London

Connecticut Land Conservation Conference
March 18, 2017

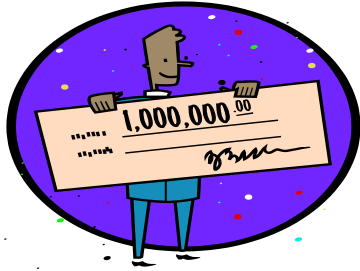
Increase Private Funding in a Time of Decreasing Public Funds



Presenter:
Ann Faust
CommConsult438@gmail.com

- I. Introduction/Overview
- II. What Successful Grant Writing Can Do for Your Organization
- III. Resources Needed to Get Started
- IV. Where to Look- Researching Funders
- V. Narrowing the Field- Choosing the *Best Match*
- VI. Step by Step- Reviewing Each Section of the Narrative
- VII. Developing the Budget
- VIII. The Attachments- Letters of Support and Other Goodies
- IX. The Final Draft- What to Review Before It's Mailed
- X. Sponsorships
- XI. Donor Centric Communication

You Can Do It!



2015 Total Giving = \$373.25 Billion

Sources of Contributions:

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

Where Dollars Went:

- 32% Religion
- 15% Education
- 12% Human Service
- 11% Gifts to Foundations
- 8% Health
- 7% Public – Society Benefits
- 5% Art & Culture
- 4% International
- 3% **Environment/Animals**
- 2% Foundation Grants to Individuals

• Source: Loring, Sternberg & Associates

Resources Needed To Get Started

- Set Organizational Goals and Priorities
- Document Community Support
- Gather Supporting Data
- Find the "People" Resources
- Budgeting Your Time

Statement of Need

It's not what your selling, it's what your clients are getting.

In good times and bad, we know that people give because you meet needs, not because you have needs.

-Kay Sprinkel Grace

I. Use Your Data- Facts and Statistics that Supports Your Project

II. Use Personal Anecdotes

III. Uniqueness About Your Community

IV. Give the Funder Hope

Goals and Objectives

Goal- a broad statement about what will be accomplished

"The new website lead to increased access to services."

Objective- a tangible and specific statement that has measurable outcomes

"Appointments scheduled through our website will increase 5% during the year following the website's launch with 100 clients being served."

Program Description

I. Who

II. How

III. When

Sample Timeline

Date	Task
May 15, 2017	Notified of Funding. Project Team Meets
June 1, 2017	Project Design Complete.
July 1, 2017	Staff hired and trained
August 1, 2017	Program opens to clients
October 30, 2017	Program completed
December 15, 2017	Evaluation Complete

Sample Program Budget

	XYZ Foundation	Your Contribution
Expenses		
Personnel		
Director		
Program Coordinator		
Administrative		
Fringe Benefits (@15%)		
Non- Personnel		
Consultant		
Printing		
Postage		
Travel		
Supplies		
Facilities Rental		
Evaluation		
In Direct Costs		
Total Expenses		
Income		
Program Fees		
T-shirt sales		
Other Funders		
In-Kind Donations		
Total Income		

Organizational Information

- I. Mission Statement
- II. Brief History of the Organization
- III. Who You Serve
- IV. Highlight Relevant Programs, Experience and Key Personnel
- V. Highlight Relevant Achievements and Awards
- VI. Use Attachments for More Detailed Information

Attachments

- Typical Attachments Required
 - 501 (c)(3) Designation
 - Annual Report
 - List of Board of Directors
- Audited Financial Statement
- Letters of Support- Start Early & Customize
- Promotional Materials
- Newspaper Clippings
- Resumes (only if asked and keep brief)

The Final Draft

- Formatting
 - Preferred Fonts
 - Sub headings and white space
 - Table of Contents/ List of Attachments
- Peer Review
- Reread the Directions
- Cover Letter
- Packaging
- Delivery

Fonts

- “Serif” typefaces that are easiest to read:
 - Palatino
 - Times New Roman
 - Garamond
- “Sans serif” typefaces are 500% harder to read:
 - Arial
 - Helvetica
- The exception to the rule:
If you are having a hard time getting all your points across within the required page limit, the use of:
Arial Narrow
will increase your space by 33%

You Got the Grant Now What?

- Savor the Moment
- Say Thank You
- Publicize Your Achievement
- Acknowledge Your Funders
- Review Grant Application and Make Any Necessary Changes
- Review Reporting Requirements and Mark Your Calendar
- Communicate with Your Funders to Build a Positive Working Relationship

Grants versus Corporate Sponsorships

Grant/Charitable Contributions

- No tangible value provided in exchange for dollars

vs.

Sponsorships

- It's *all about* the tangible value you provide to the corporation!

- Create a budget.
- Make a list of what you can offer in terms of marketing value.
- Create different sponsorship levels.
- Develop a communications packet.
- Include data to demonstrate value:
 - Demographics—how many people will you promote to, and who are they? Where are they?
 - Type and quantity of promotional media/materials
 - Statistics on previous events if any—visibility, attendees, amount raised



Sponsor Representative Signature _____

Please check items that apply to your desired sponsorship. Please only request number of seats you will actually use so we can sell every seat available.

Charter Oak Sponsor \$5,000

- Opportunity for representative to address the audience before the show
- Company logo on event invitation, poster, and program insert
- Company banner prominently displayed in welcoming tent
- Up to twenty (20) tickets for the performance.* # Requested _____
- Exclusivity in your industry

Nutmeg Sponsor \$2,500

- Company logo on event invitation, poster, and program insert
- Up to ten (10) tickets for the performance.* # Requested _____
- Exclusivity in your industry at this level for an additional \$1,000

Husky Sponsor \$1,000

- Company name on event invitation, poster, and program insert
- Company banner displayed in welcoming tent
- Up to six (6) tickets for the performance.* # Requested _____

Connecticut Yankee Sponsor \$ 500

- Company name on event invitation, poster, and program insert
- Up to two (2) tickets to the performance. # Requested _____

We wish to buy tickets.*

- # _____ Preferred seating and listing in evening's program @ \$100
- # _____ Individual @ \$60

Total Enclosed \$ _____

* Performance tickets also include pre-show reception and intermission refreshments.

Check Payable to:
 MCVI/Middlesex County Coalition on Housing & Homelessness
 100 Riverview Center Suite 230
 Middletown, CT 06457

Questions or for more information contact the Coalition
 (860) 346-8695 or info@mcviconn.org
Thank you for your support!

Donor Centric Communication

Simone P. Joyaux, ACFRE

- 1. Build Trust
- 2. Don't Treat Your Donors Like an ATM
- 3. Pay Attention to the Emotional Needs of Your Donors
- 4. Nurture Your Donors

Never think you need to apologize for asking someone to give to a worthy objective, any more than as though you were giving him an opportunity to participate in high-grade investment. The duty of giving is as much his as the duty of asking yours. Whether or not he should give to that particular enterprise, and if so, how much, it is for him alone to decide.
-John D. Rockefeller

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