


GET GRANT READY!
Succeeding with Nonprofit
Grants in 2021 and beyond

Featuring grant expert, Jacquie
Ahrenberg, hosted by **venture**

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Quick Question

How many of you feel like you have been
successful with helping your organization secure
grants?

???

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Quick Question

How many people are in charge of fundraising at your organization?

- a. All Volunteers
- b. 1
- c. 2-3
- d. Greater than 4



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Jacquelyn Ahrenberg, CFRE

- 19 years nonprofit experience
- Worked smart and hard with small NPOs
- Started development department in two nonprofits
- Studied Nonprofit Management at Arizona State University

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Walk away with

- > Clearly definition of your organization's purpose as it relates to grant funding
- > The process of researching available grants
- > Structures for writing grants including the time required to complete an application
- > Establishing relationships and determining the best fits for grantors and grantees
- > How to work with an outside consultant or bring the professional process of grant writing in-house



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Quick Poll

Which percentage of your organization's annual fundraising comes from foundations and corporations?

- a) 0-5%
- b) 6-25%
- c) 26-50%
- d) Greater than 50%



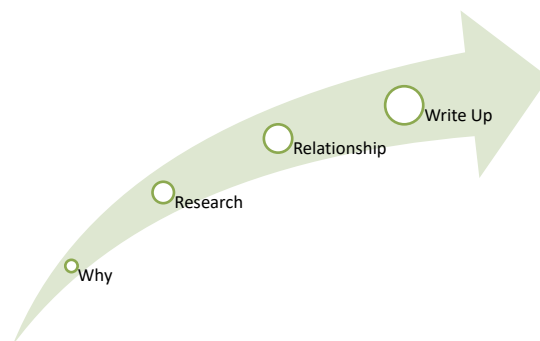
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Real Fears Blocking Grant Success

1. I am not an expert writer
2. There is just no money out there for the project I want to fund
3. Don't even know where to start
4. Grants take some much time

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**Increasing
Your Grant
Success
with these
Simple Steps**



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Step 1: The Why

- In 5 years, what does your organization want to accomplish? *Need in the community*
- Who are you serving? *Population*
- What change will be made with the community you are serving? *Activities and timeline*
- What does this community have for and against it in making this change? *Sustainability and best practice*
- What would success look like? *Outcomes*

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The Big Picture for all nonprofit fundraising

Your program or project is just the coordinator between the funders and the community need. The funding is just the tool to solve the community need.

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Step 1: The Why (The Secret)

Clarity exercise on a piece of paper.

1. Yes, we all have written a paragraph about what our organization does and why it is important (but we aren't going to use that, instead say it in 60 seconds or less into a recording device (like Voice Memo on your iPhone).

2. Then transcribe it.

3. Then condense it down to 2 sentences.

4. Then just 1 sentence. (That doesn't mean one long sentence, either!)

This will help you practice concision and clarity so that you can tell funders exactly what you accomplish and why it's important.

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Step 2: The Research

- Where do you research? Foundation Center, GrantsStation
- What kind of organization are you?
- What categor(ies) or keywords fit your org?
- Who funds organizations similar to yours?
- The reverse search!
- Asking key supporters! Or look at their 990.

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Step 2: The Research (The Secret)

Quick Activity

- Pick one project/program
- Come up with a complete list of keywords for research
- Share the results

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Tracking

Org Grants and Corporations Report Date										
Submitted										
Submitted	Grantmaker	\$ Requested	Contact	Probability	\$ Received	Type	Expected Return	Outcome	New/Lapsed, Renew	
Aug	Car Company				\$1,500				R	
9/22/17	Grocery	\$5,000	Jane Doe	75%	\$5,000	Program 1			R	
10/16/17	City of Smallville	\$31,200		40%		Program 2	Sept		N	
11/15/17	The Family Foundation	\$5,000		50%		Program 3	Fall		N	
*Submitted by Gompers Staff										
TOTAL SUBMITTED		\$41,200			\$6,500					
		\$ Requested	Contact	Date	\$ Received					
To Be Submitted in the next 90 days and more										
To Be Submitted	Grantmaker	Amount		Probability	New/Lapsed, Renewal	Type	Expected Return	Notes		
9/30/18	Big Box Store	\$5,000		50%	N	Program 1				
9/30/18	Car Company	\$7,500	Jim Smith	50%	N	Program 2				
September	Family Foundation	\$5,000	Nice Lady	40%	N	Program 1				
October	Insurance Company	\$7,500		40%	N	Program 3	Spring			
TOTAL TO BE SUBMITTED		\$107,400								
GRANT TOTAL		\$148,600	50		6,500					

Legend - N=New L=lapsed (grant in past but not last year) R=renewal (received last year and reapplying for this year)

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Step 3: The Relationship

- **Who to call?**
 - Person on website to address questions
 - A cold call to the foundation wouldn't hurt
 - Another idea is ask your supporters (board) for any contacts. You would be surprised who your board knows.
- **What do you say on the call?**
 - Give purpose to my call, the funder doesn't just want a hello call from you
 - Ask does the program request fit the funding priorities
 - Ask for a clarification on a question, ask if you're answering a question correctly

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Step 3: The Relationship (The Secret)



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Are you ready for submitting grants?

- 501 (c) 3 IRS letter
- Board list w/ professional affiliations
- Detailed project description
- History of org.
- Press clipping*
- Mission and vision statements
- Most recent 990 or 990 EZ
- Audited financials
- Org budget / Program budget
- Description of credentials of people undertaking the project
- Letter of support from an expert in the field*
- Income and expense statement for the project
- Indicate funds already received, committed, pending, or in-kind)
- Income and expense statement for the organization's previous year
- Most recent balance sheet for the organization
- Board members' involvement; how many, structure, giving
- List of grantors, successful and declined
- Other revenue streams; events, annual giving, Major Gifts, Planned Giving

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Step 4: The Write Up

- Follow every instruction
- Be clear, concise, and compelling
- Appeal to the reviewers' logic, emotions, and illustrate your credibility (who is reviewing this).
- Don't be afraid to ask a friend to review it.

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Step 4: Writing the Proposal

Example

*Need in the community, Population, Activities and timeline,
Sustainability and best practice, Outcomes*

XYZ Food Bank provides for the coordination, acquisition, storage, and distribution of large volumes of emergency and supplemental food to support hunger-relief activities bringing food stability to the lives of the more than 100,000 individuals in the three counties struggling with food insecurity. Our partners provide effective direct-services to families in need through their food resource programs enabling us to leverage the strength of our partners and making it easier to disperse food to the areas that need it most.

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Step 4: Writing the Proposal (The Secret)



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Key take away



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Succeeding with Nonprofit Grants in 2021 and beyond

- The Process –**
- 1. The Why**
 - 2. The Research**
 - 3. The Relationship**
 - 4. The Write Up**

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