Advanced Development Focuses For Grant Funding
Social Entrepreneur Leadership Development Training
FOCUS ON A SUCCINT PURPOSE

• One application

• Your success is a **direct result of the strategy and mapping techniques you express in the application** and exhibit in the compliance and deliverables.

• How you are going to accomplish the desired results within the grant cycle **and beyond?** (It is a relationship)
FOCUS ON INITIAL RESEARCH & MAPPING

Succinct mission and community engagement interest

Funder growth and innovation in giving

Competition - the risk of strengthening your hand

Expected scope of measurable impact
FOCUS ON CONTENT AND LANGUAGE

• Use the right content and language for your application.

• Clearly define your unique capability.

• Clearly express the strategy to achieve the desired impact numbers for:
  • the program
  • the partners
  • the funder
  • and most importantly the community being served.
FOCUS ON STATING YOUR IDENTITY

Reputation, progressiveness and dependability

Prove the credibility of the organization in every area.

Who are you? Distinguish your unique value

Be intentional with key words
FOCUS ON DEVELOPING COLLABORATIVE PARTNERSHIPS FOR A STRONGER GRANT

• **How** can the impact be increased?

• **How** can the funding be most effective and create sustainable **change**?
FOCUS ON INCREASING CAPACITY

How much will the grant **COST YOU?**

What is the ratio of time, labor and effort?

What is the true capacity?

**Growth**, innovation or stagnation?
# Focus on Increase Funding Effectiveness

<table>
<thead>
<tr>
<th>Innovation and partnership</th>
<th>Case for support, resources and data</th>
<th>Objectives, risk, tracking and evaluation</th>
<th>Current organizational need - future capacity</th>
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</thead>
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FOCUS ON SHOWING SUSTAINABILITY

• Ability to diversify
• Ability to be forward thinking
• Ability to be innovative and remain sustainable
• Ability to think in a 3-5 year progression in programs
• Ability to increase service impact and ROI for the funder
The Genési Group, Inc provides innovative solutions in strategic philanthropy.

We are the exception in creative intelligence and provide the following services:

- Strategic Solutions in Philanthropy
- Corporate Social Responsibility Design
- Impact Investing & Collaborative Partnership Development
- Fund Development Campaign Strategies
- Social Entrepreneur & Social Enterprise Leadership Development
- Executive Coaching
- Keynotes, Panels & Trainings