

Today we will cover... the nitty gritty.

- Researching funding sources
- Grant writing parameters
- General research and writing tips
- Resources for support in grant research and writing
- Open Discussion/Questions

Why Grants?

- We all need funding!
- Grants form strategic partnerships with donors in your community
- Provides funding for the programs that are impacting the constituents in your community.



Researching Grants: The 5 W's

The Why

- Always start with WHY
 - *Why do you need a grant?*
 - *What is the need for the grant?*
 - *This allows you to assess the core funding needs of your organization*
 - *Funders always care about the WHY*
 - *Why = Impact*

The What

- What types of funding are you seeking?
 - *Capital, programmatic, operating, general*
- What is your general field(s) of interest, i.e. your program focus, you seek funding for?
 - *Ex: exhibits, education, children, afterschool programs etc.*
- What is your needed amount?
 - *Assess your budget for the program you are seeking funding for to determine what ask amounts you are going to be making*
- What is your specific geographic focus?

The When

- When do you need the funding support by?
- Assessing deadlines is vital.
- Grant funding always has lag time.
- Creating a grant calendar will aid in answering your “when” question



Who are you asking for \$\$\$?

- Who are you aiming to seek funding from?
 - Public foundations
 - Private foundations
 - Family foundations
 - Corporations
 - Charitable trusts
 - *Etc. etc. etc.*
- Determining who you are asking will aid in where to look for that specific funding source

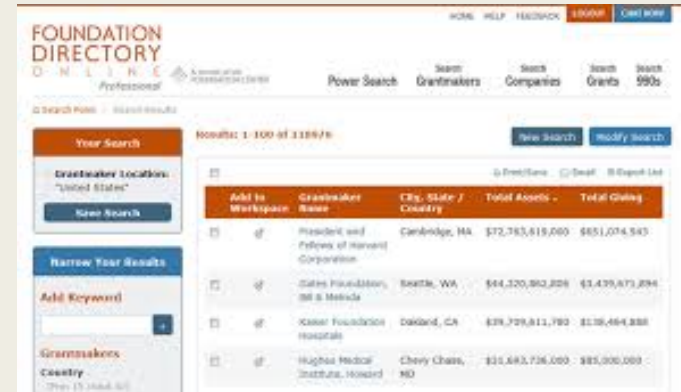
Grantmaker Name	City, State / Country	Total Assets	Total Giving
Sorenson Legacy Foundation	Salt Lake City, UT	\$661,503,335	\$29,823,963
 Eccles Foundation, George S. and Dolores Dore	Salt Lake City, UT	\$665,894,217	\$19,753,046
One Foundation, The	Provo, UT	\$17,622,081	\$14,034,175
Huntsman Foundation, The	Salt Lake City, UT	\$540,620,116	\$5,968,003

Finally, Where to go?

- Where to look for these funders?

- *Online:*

- Foundation Directory Online
- GrantStation
- GuideStar
- Museums Resources
- Your Non-profit Neighbors
- Libraries
- Colleagues



Writing Grants: Tell Your Story, Generate Funds

- Grantors typically have a standard process that their board prefers that the grantee follows when writing a grant.
 - *If this is the case:*
 - Follow instructions precisely, just one mistake can find your proposal in the trash.
 - Use their language, oftentimes reviewers look for key or buzz words
 - Fill out the entire application
 - Include all required attachments, and optional if you are able
 - Follow character counts

Family Foundations (More Freedom)

- Sometimes, smaller family foundations (or even larger ones) will not have a process, rather they will ask you to submit a proposal or a Letter of Inquiry (LOI)
- This gives the grantee more freedom to add photos, leave white space and tell detailed stories
- General Rule of Thumb: LOI-2 pages max. & Full Proposal 4-6 pages max.
 - *Include the standardized grant sections such as history & mission, funding request, community need, project/program description, target population, program goals, outputs and outcomes, program sustainability and budget*

Write for your Audience & Your Need

- Determine who you are writing for, and even give them a persona
- Avoid jargon, unless you define it
- Determine actual need
 - *What does your program/project do for the community and WHY does it matter?*



<http://redprivet.com/our-thinking/using-personas-to-develop-value-propositions-and-messaging/>

Impact & Stories

- Impact = the real reason funders give
- Tell a story to allow the reader to FEEL your impact
 - *Use an actual constituent*
 - *People connect to people*
 - *Then match that story with actual data*

Tips for Researching Grant Funding Opportunities & Grant Writing

1. Foundation Directory Online is Gold!
2. Use stories to allow your reader/audience to connect to your cause, then back up your qualitative with quantitative
3. Put yourself in your donor's shoes
4. Read and re-read and even re-read your proposal again.
5. Outside evaluation = higher likelihood of funding success

You Can Do It!

But what if you can't?

- Every one has the ability to research and write grants, but what if you don't have the time?
- There are many resources for training as well as grant writing services that can fit the needs of your nonprofit.
- Where to find a Grant Writer?
 - *Grant Professionals Association*
 - *Utah Nonprofits Association*
 - *Utah Society of Fund Raisers*
 - *Universities*
 - *Your Museum Colleagues*



DISCUSSION/
QUESTIONS?