LOCALLY SOURCED:
GRANT WRITING OUT OF THE BOX

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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.

https://stpeteartsalliance.org/board-development-workshop/
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

http://www.dhleonardconsulting.com/grant-calendar/
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
Finally, **Where** to go?

- Where to look for these funders?
  - **Online:**
    - Foundation Directory Online
    - GrantStation
    - GuideStar
    - Museums Resources
    - Your Non-profit Neighbors
    - Libraries
    - Colleagues
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?

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?