




Grant Research
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**Nonprofit Training From
Winnemucca Futures & ANN**


With Phil Johncock, Grant Professor
& ANN Interim Executive Director





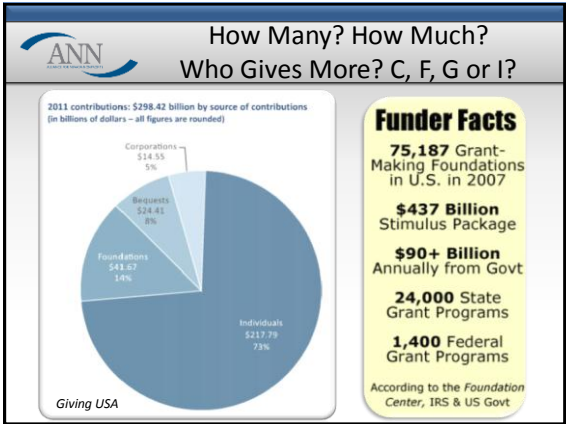
Agenda


- Your pre-webinar questions
- Definitions: Grant, grant research, grant writing, grant readiness
- How much? How often?
- Range of grant professional skills
- How to approach corporations strategically
- How to approach foundations strategically
- How to approach government agencies strategically
- The best way to identify potential grant funders whose ideas match yours
- Left and Right-brained approaches to funding
- How to best prepare to use online grant databases, including GrantStation
- How to triple your chances of being funded with pre-proposal contacts
- How to save time by scanning RFPs for 15 items
- Q&A
- Announcements



**Your Pre-Webinar Questions
Grant Research**


- How many grants are out there? How much money is available in grants?
- What grants do you focus on when an organization is so multi-faceted?
- Where are the best places to look for grants?
- How do we find the best grants for my agency?
- How do you narrow down the grantors to the ones who are interest in your area of interest?
- How do we write grants? What skills are offered and needed?





Definitions

- A **grant** is a formal contract through which funding shifts from a grant maker to a grant seeker.
- Grant research** is the logical next step after eliminating non-fundable ideas and focusing on existing or new ideas that are fundable. Because grants are a \$500 billion a year industry, funder research breaks down the complex funding system into smaller segments or funder types. It is helpful to begin researching by learning what is fact and fiction about the four main funder types: foundations, corporations, government and individual donors.
- Grant writing** is the process, from start to finish, that results in a written proposal being submitted to a grant-maker or funder.
- Grant readiness** are the steps taken and items collected prior to an RFP being announced that allows an agency to access its capacity for grant seeking, respond more quickly to an RFP or funding opportunity, and determine the best matches between funders and specific programs. Examples of action steps taken to apply for Federal grants include obtaining a Dun and Bradstreet number and registering with grants.gov. Examples of items collected are mission statements, list of board members, 990 forms, IRS letter of determination, letters of incorporation, and audits.



Steps of the Grant Writing Process

Research Study (2001)

1. Develop Your Idea
2. Research Funders
3. Customize
4. Respond To Decision

GPCI Exam (2007)

1. Designing Your Project
2. Research & Seeking
3. Writing
4. Relationship-Building
5. Managing
6. Ethics & Professionalism




Grant Professional Skills




Grant Professional Certified (GPC)
Skill Wheel

1. Research, Identify, & Match Funding Resources To Meet Specific Needs
2. Organizational Developing & Grant Seeking
3. Program & Project Design
4. Craft, Construct, & Submit an Effective Grant Application
5. Post-Award Grant Management
6. Ethics
7. Professionalism
8. Relationship Building
9. Write a Convincing Case For Funding




How to Approach Corporations
Strategically: 7 Corporate Giving Facts

- According to Giving USA, in 2011, corporations gave **\$14.55 Billion**
- Fact 1 – In 1999, of the more than 5 million corporations in the U.S. only 35% made philanthropic contributions
- Fact 2 – Only a small percent contributed more than \$500 annually
- Fact 3 – Corporations have no obligation to disseminate information
- Fact 4 – Corporations give where they live
 - Tip: Ask a worker to check for you




7 Corporate Giving Facts

- Fact 5 – Include both charitable and marketing budgets
- Fact 6 – They are particularly responsive to the needs of their workers and communities where they ...
 - Tip: Specify what you have to offer that will affect their workers, products, corporate concerns and geographic focus
- Fact 7 – It's often easier to give non-monetary goods. Use the Law of Surplus!

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Law Of Surplus

- Corporations are more likely to give what they have a “surplus” of
- They are prime candidates for ...
- If there is no longer a surplus in one place, don’t waste your time looking there
- It doesn’t take much effort to find the gold mine of surpluses of good hidden
- Example ... student having “no luck” ...
- Instead of asking for money first, try ...

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Law Of Surplus

- If a surplus of money isn’t readily available, try a surplus in another area.
- Focus first on what you need. Then ask, “Who has a surplus of this?”
- Their out-of-pocket expenses are limited while the benefits of giving are not.

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6 Corporate Research Strategies

1. Know what to look for ... officers, trustees, headquarters, operations
2. Use the Internet
 - FoundationCenter.org
 - Thomas Register
 - Company’s own website
3. Use business directories
4. Check Foundation Center and Cooperative Collection nearest you


6 Corporate Research Strategies

5. Use Dun and Bradstreet


- Find someone who subscribes to Dun and Bradstreet's financial services.
- Ask them to request a Dun and Bradstreet report on the prospective corporate funder.

6. Buy 1 share of stock


- Purchase 1 share of stock in each publically held company in your area.
- Watch your dividend checks. If you get one, you will know the company is making a profit.
- You will also get the latest information on the corporate administrators and board member changes.

How to Approach Government Agencies
Strategically - 4 Government Grant Facts


- Fact 1 – In 2009, the American Recovery & Reinvestment Act (ARRA) injected a historic \$463 Billion into grant pipeline
- Fact 2 – Usual federal grants total around \$100 Billion annually. Increase from \$40 to \$90 Billion between 1980 and 2000.
- Fact 3 – According to Catalog of Federal Domestic Assistance, there are 1,999 federal assistance programs.

4 Government Research Tips


- Fact 4 – There are 64 federal granting departments and agencies. The top 5 grant-making departments in terms of grant programs they offer are...
 - Health & Human Services (376)
 - Agriculture (229)
 - Interior (203)
 - Education (168)
 - Justice (124)

5 Government Research Tips


1. Find the organization chart
2. Research the federal agency website
3. Ask about “technical assistance” workshops
4. Contact your U.S. Senator and Representative
5. Register at Grants.gov

How to Approach Foundations
Strategically - 7 Foundation Giving Facts

- According to Giving USA, in 2011, foundations gave **\$41.57 Billion**
- Fact 1 – In 2008, there were 75,187 grant-making U.S. foundations.
- Fact 2 – The 4,000 largest foundations have 90% of the assets and make 80% of the awards.
- Fact 3 – By federal law, foundations must give away 5 percent of the market value assets or interest income each year, whichever is higher


7 Foundation Giving Facts

- Fact 3 ... Example: W.K. Kellogg Foundation
 - Over \$8.4 Billion in market assets
 - Must Award at least \$420 million annually
- Fact 4 – Most foundations must follow the 5% rule or risk losing their tax-exempt status. It’s the law.
- Fact 5 – Foundations vary considerably in market assets, staff size, funding priorities, review protocols, geographic giving patterns, and preferred approach.




7 Foundation Giving Facts

- Fact 6 – 5 types: national, community, corporate, family or special purpose
 - Example: “national” = W.K. Kellogg Foundation
 - Example: “special purpose” = Whitaker Foundation
- Fact 7 – Some are eager to share information about themselves. Others take a very constrained approach to information dissemination.



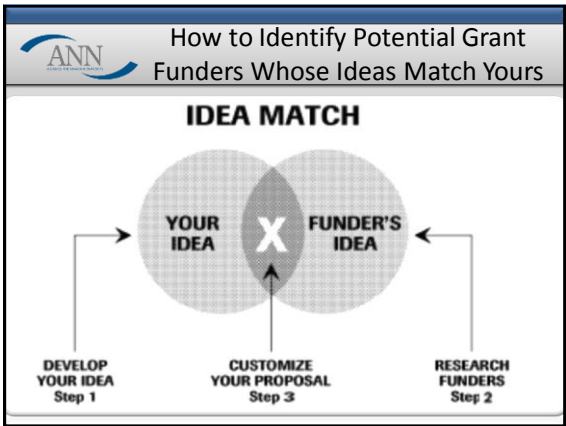
6 Foundation Research Tips


1. Network. Try using Twitter to connect with Foundation trustees.
2. Consider how your idea fits into the most commonly funded areas, like education, health, human services, public and society benefit, arts and culture, international affairs, religion, environment and animals.
3. Contact staff. Less than 8% of all foundations have staff who are employed to manage their granting programs.
 - Tip: Many require contact by letter.



6 Foundation Research Tips

4. Use foundation directories, electronic retrieval systems and database searches, as well as the foundation websites, themselves.
 - Be careful ... websites may be outdated
 - Use FREE Cooperating Collections nearest you
5. Use the foundation’s 990-PF tax return:
 - Assets, grants paid or committed for future payments, and managers
6. Collect 3 important pieces of info:
 - Net assets, list of key personnel (staff & officers), list of recipients of grants for the previous year





How to Identify Potential Grant Funders Whose Ideas Match Yours

To be efficient at funder research, try using the acronym **I.S.A.G.S.** to remember to narrow your search quickly:

- Area of Interest
- Type of Support Needed
- Recipient Agency Type
- Geographic Area
- Special Populations

See Keyword List =>

Keyword List (Continued from Page 1)

AREA OF INTEREST: ...


TYPE OF SUPPORT: ...

RECIPIENT AGENCY TYPE: ...

GEOGRAPHIC AREA: ...


SPECIAL POPULATIONS: ...


Left and Right-Brain Approaches to Funding	
LINEAR	NON-LINEAR
Left-brained	Right-brained
Logical, sequential, rational	Creative, intuitive, non-rational
You find funders	Funders find you
Starts with identifying potential funding sources, then customizing a proposal	Starts with developing your idea and making it more attractive to funders
Find out where funders distribute guidelines and funding history. Identify potential funders. Make sure that your idea matches theirs.	You never know when/where you'll get a lead that will guide you to a funder. So share your idea as often as possible. Realize that others want you to be successful.
Find a funder. Draft a proposal with a budget. Ask for the full amount of what you need.	Identify a budget for what you want. Then brainstorm creative ways to get what you want with existing resources.
Who will fund me?	How will my dream be realized?
Based on chronological time using funder funding cycles	Based on universal timing of both applicant and funder
\$\$\$ based	Idea based



Left-Brained Activity: Prepare to Use Online Grant Funder Databases


- Two top grant funder databases & where to go to find them ...
 - GrantStation
 - \$699/year ... or \$75/year through ANN membership (\$150/year)
 - Foundation Directory Online
 - Free at Cooperating Collections (Elko, Carson City, Incline Village, Las Vegas)
- Worksheet & keywords






Right-Brained Activity: Law of Surplus


- One non-monetary item my nonprofit could really use right now is ...
- One company that might have a surplus of that item is ...





Triple your Chances of Being Funded with Pre-Proposal Contacts


- In a study of 10,000 federal proposals, the only variable that was statistically significant in separating the funded and rejected proposals was a pre-proposal contact with the funding source.
- FACT 1 – Your chances increase threefold
- FACT 2 – Government officials usually welcome a pre-proposal contact.
- FACT 3 – Private grant sponsors vary in the receptivity to a pre-proposal contact.



Why Make A Pre-Proposal Contact?


Pre-proposal contacts serve 3 primary purposes:

1. They verify information gathered during your search for a funder.
2. You can gather more information that will help you customize your proposal.
3. You can make a positive first impression.



3 Primary Purposes In Detail

1. Verify the information:
 - Priorities change, deadlines shift, occasionally info in reference books is inaccurate & outdated
 - Pay attention to the name of the contact person
2. Gather more information
 - Funder's hidden agenda
 - Who will review your proposal
 - Look for clues of what will appeal to reviewers, as well as what you should avoid saying
3. Make a positive 1st impression
 - Establishing credibility
 - Letting the funder know who you are



Triple your Chances of Being Funded with Pre-Proposal Contacts


There are 4 steps in the pre-proposal contact process that will give you the competitive edge. Here they are ...

Step 1 - Ask for application forms and guidelines

Step 2 - **Contact a past grantee**

Step 3 - Contact a prior reviewer

Step 4 - **Contact the funder representative**




Triple Your Chances of Being
Funded with Pre-Proposal Contacts

STEP 2 - Contact a Past Grantee

Once you have a list of agencies who have received grants in the past, use it to analyze the previous grantees and the likelihood of your success. Some experts suggest that you look for four items:


- **Award Size** – Identify the smallest and largest award, types of projects funded, and what does this tell you about the size of award you might receive.
- **Recipient Type** – Look for the types of agencies that receive grants. Check how large and small they are, the common characteristics among last year’s recipients, and any geographic preferences.
- **Project Director Degrees** – Look at the academic degrees and titles that appear most often on the list of grantees. See if there is a correlation between the size of the award and the degrees held by the project director.
- **Choose 2 Past Grantees** – Select two grantees to contact. If possible, choose organizations that you already know or have some sort of connection with.



Triple Your Chances of Being
Funded with Pre-Proposal Contacts


STEP 4 - Contact the Funder Representative

- After hearing your description, does this idea fall within the current priorities?
- **Since the average award last year was \$X,XXX, is this likely to change?**
- What’s the current grant-making budget for this year?
- **How much will be given to continuation grants and how much will be given to new awards?**
- Are you planning to use a special criteria in selecting awards, such as a geographic area or type of organization?
- **Is yours one-time-only support or will it allow other funding opportunities?**
- What is the projected application-to-selection ratio?
- **What are the most commonly-made mistakes found in proposals that you received?**
- Have other applicants overlooked anything that you would like to see addressed in a proposal?
- **Would you be willing to review a pre-proposal concept paper of 2 or 3 pages?**



Save Time by Scanning RFPs
For 15 Items

1. Deadline
2. **Eligibility**
3. Required forms
4. **Required signatures**
5. Recipient type; that is, the type of agency the funder would like to fund
6. **Any measurable outcomes that the funder expects from you**
7. Criteria used for evaluating proposals
8. **Time span for your project, like 1 year or 5 years**



Save Time by Scanning RFPs
For 15 Items

9. Total amount of funding per grant

10. **Geographic area of focus**

11. Population to be served

12. **Any required ‘support’ documents, such as staff resumes, your agency’s annual budget, the IRS determination letter, your agency’s mission statement, any letters of support or letters of endorsement, formulas for calculating staff benefits, and indirect costs calculations**

13. Any special budget requirements, such as following guidelines set by the U.S. Office of Management and Budget, which are referred to as OMB circulars – Office of Management and Budget.


14. **Technical assistance workshops, if they are provided**

15. Name and contact information for the funder representative or official



Questions & Answers





Announcements


• **GrantStation only \$75** (normally \$699) for ANN members: **AllianceForNevadaNonprofits.org**

• **Thursday, September 6** – 9 am - Grant Writing Webinar (Same location ... register separately: **September6.eventbrite.com**)

• **Monday, September 10** – 6 pm – Grant Writing Basics Course: CSN & **GrantWritingBasics.com**

• **Thursday, September 13** – 7 am – Grant Readiness Binder-Making 3-Webinar Training Webinar – **GrantReadiness.eventbrite.com**

• **Friday, September 28** – 10 am – 3 pm – Free ANN Grant Writing Workshop at GBC in Elko – **Sept28th.eventbrite.com**



Final Words

