



Finding the Needle: How to Win More Grants

Region 1 Meeting – Ohio Local History Alliance

April 13, 2013

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JustWrite Solutions

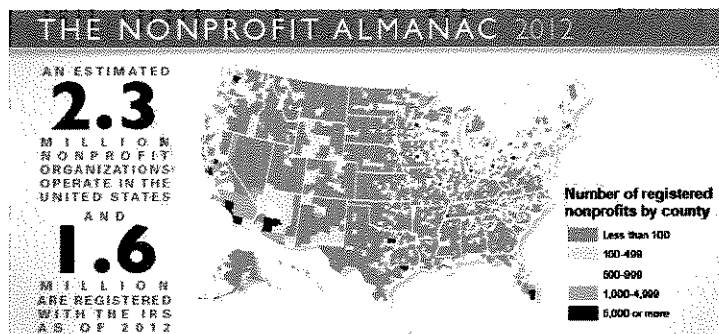


Our Time Together

- Philanthropy Today
- Think Like a Grant Maker
- Matching Priorities
- Cultivating Grant Makers

Philanthropic Challenges

- Giving to remain flat through 2017
- Impact of a major crises create new interests
- Sequestration
- White noise



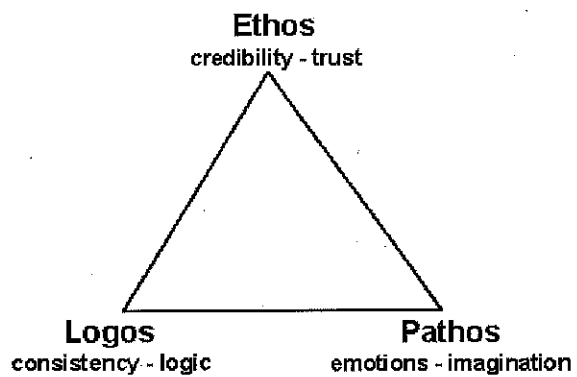
Think Like a Grant Maker

- Capacity, credibility, evidence, & sustainability
- Seeking to support your future service to community
- Comparing your organization to other nonprofits
- Looking for evidence of planning and capacity

"Donors give to the needs you serve, not to the needs you have."

-Kay Sprinkel Grace

Art of Persuasion

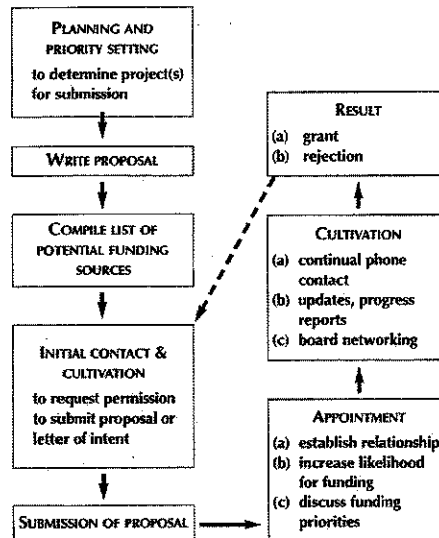


<http://www.iupui.edu/~uwc/pdf/Rhetorical%20Triangle.pdf>

Why Should They Care?



Part of a Process



The Foundation Center. 2005. Proposal Writing Seminar. ISBN 1-59542-064-9.

Finding the Money


- The Foundation Center www.foundationcenter.org
- GrantSpy www.GrantSpy.com
- Grants.gov federal grants www.grants.gov
- Chronicle of Philanthropy
<http://philanthropy.com/deadlines>
- GrantStation www.grantstation.com
- Fundsnet services online www.fundsnet.com
- Foundation Directory Online
<http://fconline.foundationcenter.org/>

Know Thyself

- Geographic coverage
 - City
 - County
 - State
- Types of support
 - Operating support
 - Capital support
 - Program development
 - Capacity building, technical assistance, etc.

Matching Priorities

- Determine “best fit” grant makers
 - Geographic coverage
 - Subject areas
 - Types of grants provided
 - Total assets
 - Total # grants awarded last year
 - Total \$ grants awarded last year
 - Others funded in your town or county
 - Other similar projects funded



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Search Grantmakers
Search Companies
Search Grants
Search 990s

Welcome, Heather.



Let's get started.

Power Search



Search 9 databases at once!
Grantmakers • Companies • Grants • 990s • News • Jobs • RFPs • Press • Top • People • Affiliations

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Faces of FDO

Newsletter
The monthly FDO newsletter gives you a Tip of the Month, Top 5 Power Searches, and

Stay Connected with FDO News
The latest *Foundation Directory Online* newsletter is out. Learn the most popular Power Search tips from the last month, see a Top 10 list of fundraising tips, and watch the latest addition to the Faces of FDO collection, Jon Kinsella of the Brain Injury Alliance of New Jersey.
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Headlines

Robie Hood Distributes 100 Percent of Sandy Relief Funds
Organizations in New York State received 54 percent of the funds, while groups in New Jersey were awarded 64 percent of the funds and those in Connecticut received 2 percent...

Range of R Coalition Urges President to Reconsider Cap on Tax Deductions
As expected, the budget plan released by the White House on Wednesday includes a 28 percent cap on the value of all itemized deductions - including the deduction for charitable giving - for taxpayers earning more than \$200,000 a year...

[More news from PRD](#)

RFPs

Mr. Holland's Opus Foundation Invites Applications for Music Donation Program
Through its Keeping Music Alive program, the foundation will donate musical instruments to music programs that serve low-income communities and that have little or no budget for musical instruments...

Tulsa Health Plan Foundation Seeks Letters of Inquiry for Projects that Help Older Adults Live Healthier Lives
The Foundation is accepting Letters of Inquiry from nonprofit organizations for its Cycle 2, 2013 Healthy Aging grants program in the categories of Health & Wellness, Purposeful Engagement, and Empowerment...

[More RFPs from PRD](#)

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John F. and Doris E. Ernsthausen Charitable Foundation

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U.S. Map

World Map

Year

All

2010

2009

2007

2005

2004

Recipient Type

All

Animals/Critlife

Arts and Culture

Education

Health Organizations

Housing/Shelter

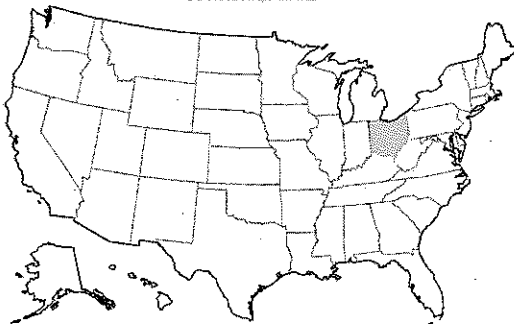
Philanthropy/Voluntarism

Religion

John F. and Doris E. Ernsthausen Charitable Foundation

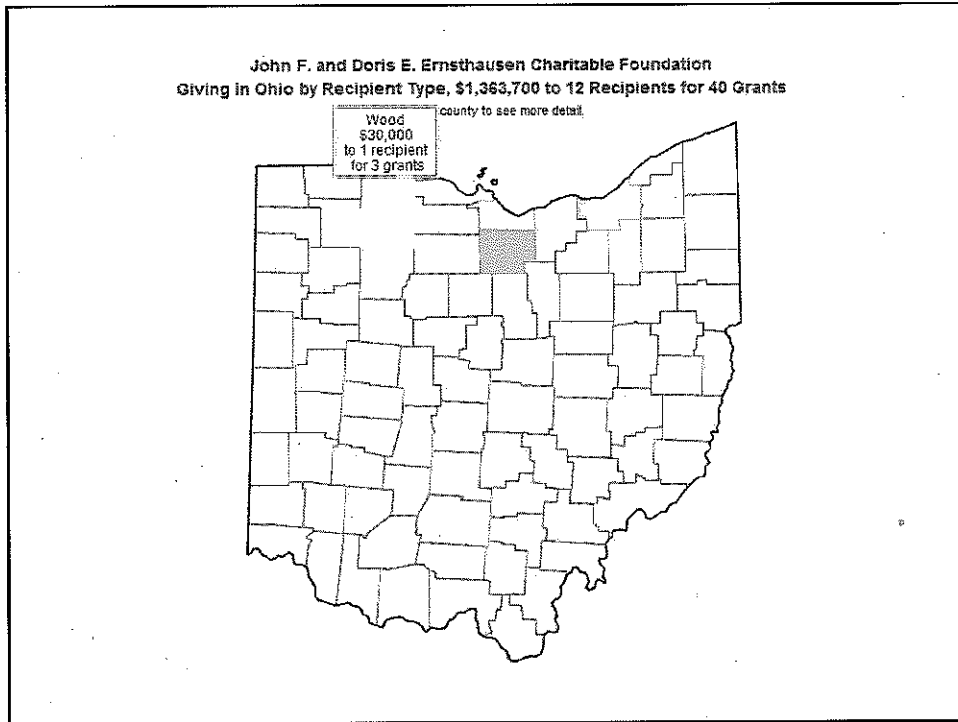
U.S. Giving by Recipient Type, \$1,363,700 to 12 Recipients for 40 Grants

Click on a state to see more detail



Map Parameters: Recipient Type: All, Year: 2004-2012

Location	Amount	Number of Grants	Grant Count
Ohio	\$1,363,700	12	40

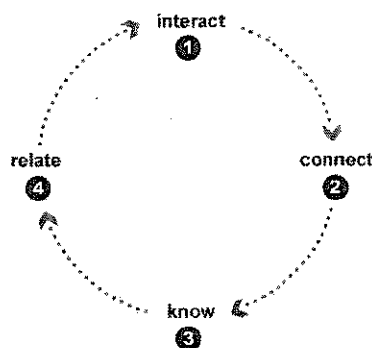


Grant Maker Cultivation

<i>Cultivation is NOT...</i>	<i>Cultivation IS...</i>
targeting wealthy prospective donors to get a big gift or long-term financial support.	identifying prospective donors who might have a vested interest in the work that your organization does.
about engaging prospective donors only when you need financial support.	engaging prospective donors to elicit interest in your organization.
about making frequent requests and trying to get as much support as you can from a donor.	communicating with a prospective donor about problems they are concerned about and identifying ways that they can be involved in the supporting solutions.
a process that ends after you receive a large gift and send a thank-you letter.	continuous communication with donors to inform them about issues they care about, telling them how their support makes a difference, and inviting them to see, firsthand, what their donation is doing for the people you serve.
treating donors like a checkbook.	building relationships with donors and treating them like close friends of your organization.

How to Cultivate

- Preliminary call before you put pen to paper
- Look for internal relationships
- Be strategic and coordinated
- Get them to your site




Notification & Communication

- Site visit, full proposal, grant, or decline
- Thank you and press releases
- Mailing/newsletter list, special events
- Submit all reports on time
- Start the process all over again

Thank you!

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*Find free grant writing resources, blogs, and tips three times a week at our website,
<http://justwrite-solutions.com>.*

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