



Strategizing Your Funding Search Additional Resources

ASSESSING FUNDING ANNOUNCEMENTS

1. What type of grant is the funder offering (e.g., general support, program development, program evaluation)?
2. What topic(s) are the funders looking for?
3. What are the eligibility requirements and do you meet them? Would your organization be eligible to apply for this RFP/RFA?
4. What is the budget (range, maximum amount) and does your project fit in the range?
5. What are the project dates (especially start date)?
6. When is the proposal due? Who can you contact to request additional information or attend an information session?

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IN-KIND and SMALL CASH RESOURCES			
Type of Resource	Company	Opportunities	Challenges
Pro-Bono Support/ Professional Support Services	Taproot Foundation www.taproot.com	<ul style="list-style-type: none"> • In-kind project-based resources • Expert consultants 	<ul style="list-style-type: none"> • Budget requirements • Time-consuming • “Fit” with consultant
Pro-Bono Support/ Professional Support Services	Graduate student consulting projects through local university (check for opportunities in your area)	<ul style="list-style-type: none"> • Connect with local colleges/universities • Build pool of graduate students -- potential volunteers or staff members • Receive feedback, research, and content on specific topics (marketing plan, strategic plan, funding landscape analysis, etc.) 	<ul style="list-style-type: none"> • Very dependent upon group assigned • Can often be more academic/theoretical than actionable
Resources and Tools – customer database	Salesforce Power of Us Program www.salesforce.org/nonprofit/power-of-us/	<ul style="list-style-type: none"> • Very adaptable • Easy to use and run reports 	<ul style="list-style-type: none"> • Huge set up learning curve -- may have to pay consultant • Only 10 active licenses at a time, so best for small organizations
Software and Hardware	Tech Soup www.techsoup.org	<ul style="list-style-type: none"> • Free versions of Software (Adobe, Microsoft, Quickbooks, etc.) • Really low cost licensing 	<ul style="list-style-type: none"> • Usually one-license per software, per organization, per year

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Software and Hardware	Specific for profit tech companies like Epson and Microsoft	<ul style="list-style-type: none"> • Hardware to help you do your work 	<ul style="list-style-type: none"> • There are rules regarding who you can transfer assets to (generally other organizations), and computers and printers are assets
Cash or Gift Cards	Fraternal/Sororal Organizations like Rotary, Kiwanis, Junior league, etc.	<ul style="list-style-type: none"> • Usually available application process or can approach in person, build a relationship with them over time 	<ul style="list-style-type: none"> • May take a lot of cultivation to get a little cash • Can have very focused goals and sometimes need an in with a board member
Cash or Gift Cards	Local bank branches, grocery stores	<ul style="list-style-type: none"> • Usually available application process or can approach bank manager for an in person request • Can use gift cards to purchase items needed for your organization 	<ul style="list-style-type: none"> • Individual bank branches often have a \$500 maximum and best to approach early in the year before they run out of money

SAMPLE TRACKING SPREADSHEET

https://docs.google.com/spreadsheets/d/1cevCcUP2_97GviflS8WltRFc7ifcLIGZH4YW34ztV5k/edit?usp=sharing