

Phone: 833-568-8864
Webinar ID: 160-077-5452

Welcome to
Strategizing Your Funding Search
December 17, 2020

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Today's Agenda

- Develop a search strategy to find the best potential funders for your project
- Organize information that will inform your organization's decisions about approaching funders
- Identify opportunities for in-kind support

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Today's Speaker

Mo Hyman
Executive Director
College Access Plan (CAP)
Pasadena, CA



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Fund Development - The Steps

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1. **Prepare:** What do I need before I research?
2. **Research:** How can I find potential funding?
3. **Strategize:** How can I determine which opportunities are appropriate to pursue?
4. Proposal writing
5. Grant management & reporting
6. Re-application

Involvement from Executive Director or Development Director

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1. Prepare

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| FUNDER | TARGET | SUBMIT DATE | DUE DATE | FUNDER TYPE | ASK STRATEGY | FUNDER WEBSITE |
|--------------------------|------------|-------------|-------------|-----------------|--------------|---|
| Annenberg Foundation | 1/15/2021 | N/A | PRIVATE FOU | CORE/GEN OP | | http://www.annenbergfoundation.org |
| Bluhm-Bloch Foundation | 1/15/2021 | 4/1 & 1/31 | CORPORATE | CAPITAL SUPPORT | | http://bluhmbloch.org |
| S. Mark Taper Foundation | 12/15/2021 | 12/15-2/28 | PRIVATE FOU | CORE/GEN OP | | http://www.smtfoundation.org |

A tracking spreadsheet will help organize your findings.

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2. Research

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What type of funding should I look for?

- Foundation funding
- Corporate funding
- Government funding



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Research: Current Funding Landscape Phone: 833-568-8864
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Strategizing your approach during the pandemic:

- Many funders have shifted their priorities
- Check-in with long-time funders
- Consider new funding avenues



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Research: Poll Question Phone: 833-568-8864
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How familiar are you with the current and recent funders of your sponsoring organization?

- A. Not at all
- B. A little bit
- C. Very familiar



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Research: Before You Start Phone: 833-568-8864
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- **Gather list of current and past funders:**
 - Who has funded your organization in the past?
- **Create list of current funding needs and associated budgets**
 - What type(s) of funding are you seeking?

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Research: Identify Needs Phone: 833-568-8864
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Grant Funding (foundation, corporate, or government)

- General Support
- Capital Campaigns
- Capacity Building
- Program Development
- Program Evaluation

Non-Cash Support

- In-Kind Goods (e.g., free printers)
- Pro-Bono Services (e.g., free graphic design)



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Research: Foundation Funding Phone: 833-568-8864
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Where can I find foundation funding opportunities?

- Foundation Center
- GuideStar
- Other Organizations' Websites

Always follow-up by visiting the foundation's website.



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Search for foundations and funding opportunities

Win more grants. Make a bigger difference.

To win grants, you need the most up-to-date, complete information you can get about grantmakers and the grants they're making. Now you can get that info from the comprehensive database and powerful search tools Foundation Directory Online offers.

90% of U.S. Foundations don't have websites.

With Foundation Directory Online, you can put Candid's extraordinary database and fundraising expertise to work for your organization, project, or client, while uncovering information on all 248,000 U.S. Foundations, in the shortest, fastest way to win more funding.

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Research: FCO Mission Area & Search Terms Phone: 833-568-8864
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| Mission Area | Key Terms |
|----------------------------------|---|
| Health and Human Services | Family Services, Foster Youth, Case Management, Intervention, Child Welfare |
| Youth and Learning | Education (K-12, Higher Education), Sports, Technology Education, Early Childhood Learning, After-School Programs |
| Agriculture, Nutrition, Food | Food Security, Food Access, Nutrition, Waste, Hunger |
| Civic Engagement | Community Leadership, Community Investment, Community-Based Organizations, Under-represented Groups |
| Housing and Economic Opportunity | Homelessness, Affordable Housing, Workforce Development, Financial Literacy, Public Benefit |
| Healthy Communities | Health Access, Mental Health, Nutrition, Obesity, Un-/Underinsured, Under-represented Groups |
| Civil Rights and Social Justice | Gender/Racial/Ethnic Justice, Participation, Equity, Access, Justice Reform, Civil Rights |

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Research: GuideStar Phone: 833-568-8864
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Download 990 forms to learn about foundations:

- Size of grants
- Focus of funding

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Research: Other Organizations' Websites Phone: 833-568-8864
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Find out who funds other organizations you know that have a similar:

- Mission/focus
- Budget size

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Research: Foundations Wrap Up!

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- ALWAYS use a funder's website as your fundamental guide
- If a foundation does not have a website, their Form 990 may state whether they accept unsolicited proposals
- Your Executive Director may be able to "phone a friend"



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Research: Government Funding

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Where can I find government funding opportunities?



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Research: Corporate Funding

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Where can I find corporate funding opportunities?

- Corporate websites
- Annual Reports
- Corporate Responsibility Reports (CSRs)

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Research: Chat Question! Phone: 833-568-8864
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Have you ever sought in-kind (non-cash) resources? If so...

| | |
|---|---|
| What were you able to secure? | Examples: Free coffee, event space, computer software, furniture, etc. |
| What type of donor was it from? | Examples: Local "mom and pop," large corporation, another nonprofit, TechSoup, etc. |
| How did you locate the resource? | Examples: Google, walk-in, phone call, online form |



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Research: In-Kind Goods & Services Phone: 833-568-8864
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- **Software & hardware** (Tech Soup, for profit tech companies)
 - Often a simple online form or letter
- **Resources & tools** (Salesforce)
- **Gift cards, food** (local corp. franchises and local businesses)
 - Always respect terms and conditions
- **Pro-bono support** (Taproot, university programs)

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3. Strategize Your Approach Phone: 833-568-8864
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- How do I determine which opportunities are appropriate to pursue?
- How do I set the Executive Director or Development Director up for success?

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Strategize: Do we leap?

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- Funder with a demonstrated interest in similar mission areas
- Organizations in your geographical area
- Currently accepting proposals
- Fit with type of organization
- Fit with type of funding you seek



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Strategize: How much?

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- Consider: % of project or % of overall budget
- Pull examples from organizations with similar budgets
- Make a clear case for the amount being requested



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Strategize: Poll Question

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Should you call a foundation before submitting a proposal?

- A. Always!
- B. Never!
- C. It depends!
- D. I have no idea!



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Strategize: Funder Outreach Etiquette

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Etiquette calls for formality when communicating to funders:

- Except in rare circumstances, this is a job for the Executive Director or Development Director
- Your (very important) job is to set them up with a strong approach and some possible questions



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Strategize: Funder Outreach Tactics

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| FUNDERS | TARGET SECTOR | FUNDING TYPE | FUNDING WEBSITE |
|---------|---------------|--------------|-----------------|
| ... | ... | ... | ... |
| ... | ... | ... | ... |
| ... | ... | ... | ... |

- Comb the website — you should never ask for what's already there
- Make a list of 3 questions based on your research
- Share your spreadsheet/information with the Executive Director or Development Director

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Next Steps

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- Set up a spreadsheet/file system to gather your research
- Identify what type of funding you are looking for
- Identify current and recent funders of your organization
- Find out if you have access to the Foundation Center
- Talk to your ED/DD about how they see your role in fund development and how you will be communicating as you move through the research process

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Researching Funds

- Foundation Center
- GuideStar

Writing Funding Proposals

- “Writing Winning Proposals” webinar on VISTA Campus

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Webinar Evaluation Phone: 833-568-8864
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- How can we improve this presentation?
- Please take a few moments to complete a brief evaluation survey once we log off today.
- Find the survey link in the Chat on your screen.
- Thank you for your feedback!

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What questions do you have?



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Upcoming Webinar Phone: 833-568-8864
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 **Strategies for Sustaining Your Project**
Thursday, January 28, 2020
3-4:00 p.m. ET / 12-1:00 p.m. PT

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Thank you for your service!



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