Audubon

ACOW Fundraising Workshop

Saturday, October 5, 2013

Exploring Corporate and Grant Resources

Grants: A sum of money offered by a foundation or company for restricted use.

Writing grants is a challenge regardless of the size of the grant award. Given a competitive funding environment along with an increased number of organizations applying for grants, a strategic approach and a bit of preparation will improve the likely success of your proposal.

⭐ Plan the Project First! One might think that the place to start a grant would being responding to the Request for Proposal (RFP)—it's not! The best approach is to identify and map out a project, then look for potential funding matches.

- Identify the right funding for your project. Consider a variety of public and private funding opportunities.
- Do some detective work on your funder and/or funding program before you write the grant. Look for a match between your project and the prospective funder's mission or funding priorities. See what projects and organizations have been funded in each cycle and the average amount of the awards.
- Read the grant instructions and guidelines then follow them completely. Answer every question, provide all supplemental information, format the proposal as indicated including page limits and submit by the deadline.
- Take stock of resources and capacity to execute the grant. Know what it will cost to implement the project and what resources are available to contribute to the scope e of the work. Often applicants will "bargain" time and work based on the funding award limit. This can negatively impact the organization and may cause the project to fail due to a lack of adequate funding.
- Craft the right language in the appropriate section. Do not ask the reader to look at other pages or sections for information. Also don't ask the reader to search a website for information that needs to be included in any section of the grant.

Check out the **Essential Components of a Grant Proposal** and **Building a Better Budget** documents on wa.audubonwashington.org!

Grant Resources

Federal and State Grants:

www.grants.gov

www.usa.gov/business/nonprofits.shtml

The Grantsmanship Center:

www.tgci.com

Foundation Center Grant Directory:

www.foundationcenter.org

Chronicles of Philanthropy:

www.philanthropy.com

The Nonprofit Times:

www.thenonprofittimes.com/grants

Corporate Giving

Corporate Philanthropy: grants, charitable giving requests

Sponsorships: events, in-kind gifts

Corporate employee giving: employees give to your chapter through the corporation

Point of Sale: bag refund, $1 from purchase goes to your cause…

Corporate Employee Volunteer programs: a great way to get your foot in the door!

Tips for Success

- Approach the company contact like you are building a relationship
- Frame your ask in terms of benefits for the company and demonstrate their return on investment (ROI)
- Offer several ways for company involvement throughout the year
- Check back with updates and news of success
- Find initial company connections through your board, staff, volunteers, community partners, etc.