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 be 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 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!

Developed by Kris Hermanson, Government Grants Coordinator, National Audubon Society 2013
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.