

NNEDV

Foundation Prospecting

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CRAIGSLIST
FOUNDATION

GENDER
SMART

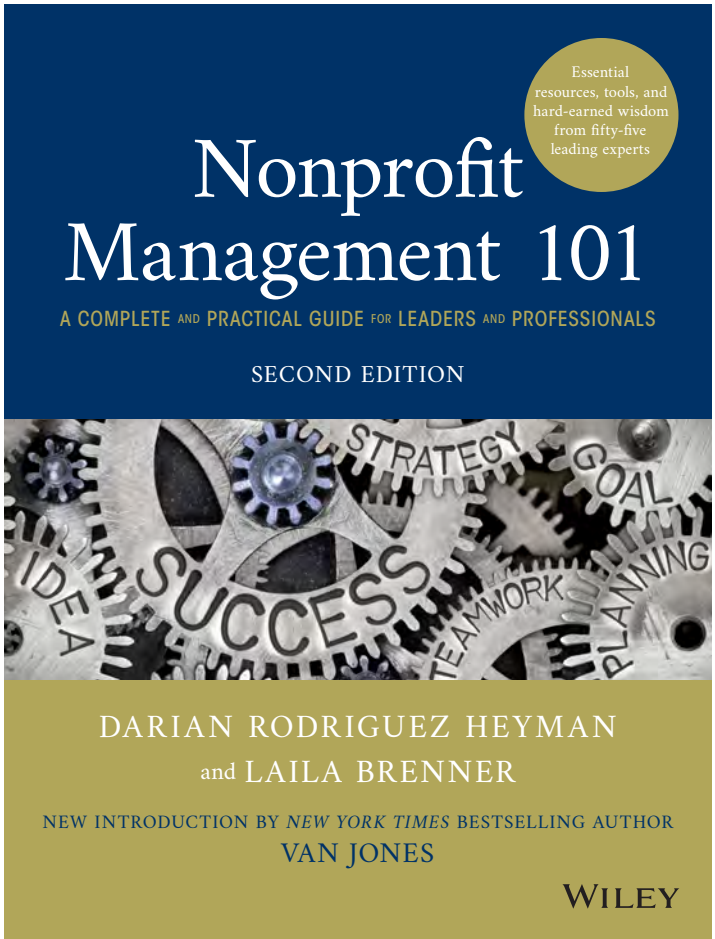
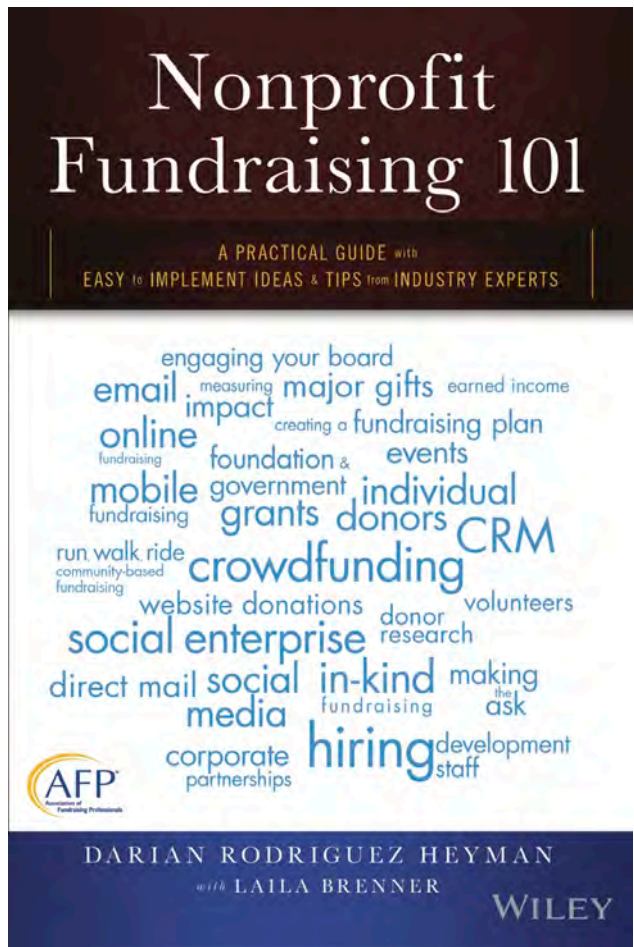
 **IPPF** International
Planned Parenthood
Federation
Western Hemisphere Region

blue
avocado
www.blueavocado.org

 **NUMi**
FOUNDATION
Celebrating People, Planet & Possibility

SOCIAL MEDIA
FOR NONPROFITS

Nonprofit Management 101



Grants are Gold

\$76B to U.S. Nonprofits in 2020

\$491B in 2020 U.S. Gvnt. Grants



Why Don't More Nonprofits Write Grants?



Results are Poor When you **Crash the Party!**



Our Agenda

- **Fundraising Context for Coalitions**
- **Identifying Prospects**
- **Getting in the Door**
- **Get Your Story Straight**
- **From 20% to 50%**
- **LOI & Proposal Tips**
- **Follow Up**

Context for Coalition Fundraising

- Be sensitive to the potential of competing for funding with local programs.
- Any fund development strategies or plans need solid and strong support from your coalitions' members.

Specific Steps to Build Local Support

- Review policies about sharing revenue with your local programs, when holding an event in their community.
- Review any policies about promoting the local agency's direct services.
- Reach out 6-12 months in advance with members, to avoid scheduling conflicts.

Keep in Mind

- Coalitions cannot bill their staff time or other expenses (e.g., consultant, etc.) for government grants.
- Factor or budget for any staff time needed for staff to have unrestricted time to work on specific fundraising activities.

Identifying Prospects

FoundationCenter.org

In Person & Foundation Directory Online

Grantstation.com

Searchable Subscription Service + Training

Identifying Prospects

- Current Trends & Training: TechSoup, Granthub
- **Focus on Top Prospects**, But Err on the Side of Outreach
- Don't Forget About OE (Operation Effectiveness) Grants
- Attend Meet the Funder/Giving Network Events
- Know Your Peers: Collaborate with Similar Orgs & Member Agencies

Identifying Prospects

- Research Funders of Similar Orgs
- Focus on Areas of Greatest Need
- Divvy Up Outreach: Create a Culture of Philanthropy
- Be Creative with Positioning Program Areas
 - NNEDV's Hotline Framed as Technology

How to Get In the Door

- **Leverage Personal Relationships**
 - **LinkedIn; Email Staff, Board, & Advisors**
- **Develop Social Capital**
 - **Twitter**
- **Water Down the Stone**
 - **VMs, Google Alerts**

Get Your Story Straight





It's Not About the *What...*



It's Not About the *What...*
It's About the *So What*

Your Message



Typical Message



Ideal Message



The Best Story Ever Told: Vision Meets *Credibility*

1.The Problem

2.Your Solution

3.Your Plan

4.(The Ask)

”

People don't give to you,
they give *through* you.



Kay Sprinkel Grace

From 20% to 50%



Rule #1: *Never* Submit a Cold Grant



Our plan for moving the world forward for all.

Taking responsibility for our shared future.

We're dedicated to economic, environmental and social advancement. And to help achieve it, we're committing \$3 billion to help those who need it most.

10M
youths provided with digital skills training by 2030.

1M
small businesses provided with resources to help them thrive in the digital economy by 2030.

100%
carbon neutral in our operations by 2035.

500K
individuals prepared for jobs of the future by 2030.

Rule #1: *Never* Submit a Cold Grant

- **Warming it Up:**
 - **Secure an Invitation**
 - **The Pasta Test**
 - **Programs & Positioning**

Rule #1: *Never* Submit a Cold Grant

- **Dollar Amount**
- **Deadline**
- **Jedi Mind Trick**

LOI & Proposal Tips

- **Never Go Cookie Cutter**
- **Lead with:**
 - **Your Story**
 - **Context**
 - ***The Ask & Related Impact***
- **Details Follow Need & Impact**

LOI & Proposal Tips

Leverage Stories *and* Stats



- **Data: Current, Accurate, & Compelling**

Do Your Homework

- Understand the History & Objectives
- Integrate Insights & Language from Meeting
- ToC: Speak to How You Advance *Their* Goals

Theory of Change



Follow Instructions

- **Follow *All* Directions & Guidelines**
 - **Deadlines**
 - **Length**
 - **Format**
 - **Font**
- **Answer All Questions**

Follow Instructions

- **Show Vision & History**
- **Don't Provide Additional Info**

Make it Easy to Read

- Put Headers in Bold or CAPS
- Minimum 11 Point Font
- Avoid Jargon
- Define Terms & Acronyms
- Get an Outsider's Eye

Check Yourself

- **Double Check *a//* Math**
 - **Especially Budgets**
- **Verify all References**
- **Don't Exaggerate**

Follow Up

- **Be Persistent**
 - **Follow Up in *Their* Time Frame**
- **If Declined, Ask Why**
 - **Avoid Disrespect**
 - **Call/Revisit Website Annually to Learn of Changing Priorities**
- **If Approved, Say Thanks!**
- **Build Relationships With Program Officers**



Resource Review

www.GrantProfessionals.org

www.FoundationCenter.org

www.engageforgood.com

www.Grants.gov

www.AFPNet.org

www.eCivis.com

www.Google.com/grants

Bev Browning's *Grant Writing for Dummies*



Thank You!

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