



# **Grantseeking:**

Proposal Development for Non-Profits

---

- Catherine Anson, MA, CRA, CIM
- Director, Sponsored Research
- Email: [canson@jcu.edu](mailto:canson@jcu.edu)
- Office: AD 250
- Website: [sites.jcu.edu/research](http://sites.jcu.edu/research)

# Contact Info

---



- Types of funding and funding agencies
- Developing your idea
- Writing the budget (not this time)
- Targeting a funding source
- Elements of a typical proposal
- Submitting the proposal
- Resources

# **The Pre-Award Process a/k/a Grantseeking**

---

- Scholarships; Fellowships
- Fundraising: individual donors (gifts vs grants)
- Capital Campaign
- General Operating Funds
- Endowments
- Project/Program Specific

# Types of Funding

---



- Government Funds (Federal, State, Regional)
- Community Foundations ([The Cleveland Foundation](#))
- Family Foundations ([Murphy Family Foundation](#))
- Corporate Foundations ([PNC Foundation](#))

# Funding Agencies

---

- Why is this project necessary? (Statement of Need; uniqueness of project)
- Who is it going to affect? (Target Population & Number)
- Why your organization? (Goals & Mission)
- What do you need? What do you bring to the project? (Resources; rough idea of the budget)
- [Proposal Planning Form link](#)

# Developing Your Idea

---



- How will you know you've accomplished your goal? (Outcomes and Evaluation)
- Who cares? (Potential impact/broader impact; replicability)
- Timeline
- What happens when the funding ends? (Sustainability)
- Keywords

# Developing Your Idea

---

- Specific
- Measurable
- Achievable
- Realistic
- Time bound

# **“SMART” GOALS**

---



- On campus: [SPIN](#)
- Grasselli Library: Catholic Funding Guide and other resources
- Off Campus: [Foundation Center's Cleveland Library](#)
- Who is funding similar organizations?
- Google search

# Finding a Funder

---

- Keywords
- Type of awardee/eligibility
- Geographic region
- Type of award
- Typical award amount
- Allowable costs
- Deadlines: letter of inquiry; rolling; quarterly; annual; by invitation only
- Prospect Worksheet

# What to look for

---



- Sponsor: Graham (Elizabeth Firestone) Foundation Program Number: 48257
- Title: Grants Program
- Program URL: <http://www.efgfoundation.com>
- SYNOPSIS: Support is provided to foster awareness and appreciation of contemporary visual art, particularly through catalogues and other publications that document art produced by emerging or under-recognized artists. Grant amounts typically range from \$5,000 to \$20,000. Eligible applicants are tax-exempt organizations.
- Deadline(s): 03/15/2013; 08/15/2013
- DEADLINE NOTE
- Letters of inquiry are required before submission of a full proposal.
- They are accepted throughout the year for preliminary review by the grants committee but must be postmarked by March 15 for the Spring funding cycle and by August 15 for the Fall funding cycle. Letters of inquiry will not be accepted via fax or email. If the request is recommended for further consideration, the applicant will be invited to submit a full proposal.

# Evaluating the Opportunity

---

- Letter of inquiry
- Proposal Guidelines
- Application: form, template, free-form
- Online submission
- Paper submission

**Follow funder directions!**

---



- Background information: how long in business, mission, who you are
- Statistics (on who you are and on the project)
- Story telling
- Naming your project

# Telling Your Message

---

- Cover letter
- Executive Summary (1 page)
- Narrative
  - Statement of need
  - Project description:  
(what, who, how; evaluation/outcomes; sustainability)
  - Organization information (background, mission, programs)
  - Conclusion
- Budget & budget narrative
- Appendices

# Typical Paper Proposal

---



- Board of Directors list
- Project Director resume
- 990 tax form or audit statement
- Annual Report
- Non-profit status form: 501(c)(3) designation
- Authorization from the head of the organization
- Letters of support

# Typical Appendices

---

- Proposal from the Lincoln Literacy Council to the Cooper Foundation (using the Common Grant Form)
- Proposal from Pivotal Point Youth Services to Pottruck Family Foundation
- Proposal from the Corps Network to Mitsubishi Electric America Foundation

# Sample Proposals

---



- [JCU Sponsored Research](#)
- [JCU's SPIN access](#)
- [Foundation Center](#)
  - [Cleveland Library](#)
  - [Prospect Worksheet](#)
  - [Sample Documents at Grant Space](#)  
(cover letters, letters of inquiry, budgets, proposals;  
see also Skills section of Grant Space)
- [The George Gund Foundation](#)
- [The Martha Holden Jennings Foundation](#)

# Other Useful Links

---

- NEO CANDO: Northeast Ohio social & economic data to support need statements
- TRASI: *Tools & Resources for Assessing Social Impact* Foundation Center site for assessing the social impact of your project

# Other Resources

---



# Granting Writing in the Digital Age

- Fall 2014
- Combination undergraduate/graduate level course
- Part of the Technical Writing tract
- Writing intensive

## **EN 300: Advanced Writing**

---

- Catherine Anson, MA, CRA, CIM
- Director, Sponsored Research
- Email: [canson@jcu.edu](mailto:canson@jcu.edu)
- Office: AD 250
- Website: [sites.jcu.edu/research](http://sites.jcu.edu/research)

# Questions?

---