

CAUSE & EFFECT[®] INC.

STRATEGIES FOR GRANT SEEKING SUCCESS

Strategy 1: Be known, and be known for the societal change that you make.

- Run quality programs and cherish results
- Develop the communications mindset of a pacesetter

Strategy 2: Know how decisions are made.

- Every grant maker has a different process and it is important to know the how and who of decision-making.
- Engage the decision makers

Strategy 3: Build relationships that matter.

- Find connections and build relationships with potential funders
- Keep your promises
- Cultivate relationships with your colleagues

Strategy 4: Follow trends and find donor value in your programs.

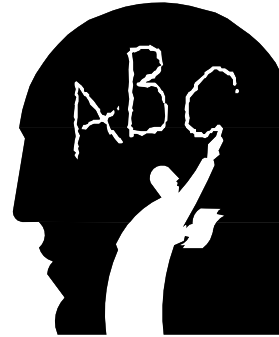
- Find donor value in your programs by finding hidden value, bundling projects for maximum impact, appealing to your donor's world view
- Create newness by incorporating new issues into existing programs, offering new audiences for donor portfolios, or developing new programs from what you have learned

Strategy 5: Plan ahead

- Because the time to funding decisions can be long, long range planning is essential
- Develop budget forecasts
- Anticipate upcoming trends, upcoming community issues
- Establish or identify needs in your mission area

Strategy 6: Write the best proposal

- Follow the funder's required format.
- If guidance is lacking, use a standard format
 - Summary
 - Introduction
 - Problem Statement with needs assessment & root causes
 - Goals and measurable Objectives (outputs, outcomes, impacts)
 - Strategies; theory of change
 - Inputs: activities/methods, workplan, human resources, timeline, budget
 - Evaluation plan
 - Future or other necessary funding
 - Supporting documents
- Write clearly and succinctly
- If possible, tell a story or use stories
- Speak the same language as the funder
- Establish compelling needs
- Prove it. Focus on results
- Make sense – use a logic model, theory of change, evidence based program approach
- Show evidence of strategic endorsements



Types of Grant Makers

- Private Foundations
- Community Foundations
- Other grant making public charities
- Government – at all levels
- Federated
- Corporate Foundation
- Operating Foundation