Grantwriting That Gets Results

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Community Foundation of Tompkins County

Annual YSS Spring Conference
Friday, April 28, 2017
Giving is Growing!

- U.S. Foundations
  - 86,192 - # of U.S. Foundations
  - $715 Billion in Assets
  - $52 Billion distributed

- Private Giving
  - $373 Billion in 2015 (up 4% from 2014)

Source: Foundation Center and Giving USA
Is a foundation grant right for you?

- It requires:
  - Research
  - A well thought out application
  - Attention to deadlines
  - One or more reports
  - Ability to track grant funds accurately
  - Preparation to gather data and/or write up stories
  - Letters of support from key stakeholders
  - Proofreading from an objective reader (a visiting uncle?)
  - Appropriate recognition and attribution
  - Organizational support
Don’t miss an opportunity!

• Some activities are best served by another fundraising method.
• If the goal is fun and attendance for a one time event, a crowdsourcing platform may be preferable.
• Investment by community members brings ownership by the community.
• Crowdsourcing also brings:
  • Awareness
  • Anticipation and Excitement
  • Commitment
  • Word of mouth sharing
  • Participation
  • Indication of community support

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Funding Sources

- Individuals
- Community Groups
- Private Foundations
- Community Foundations
- Corporations
- Small Businesses
- Government (Federal, State, and local)
- Other Nonprofit Organizations
Funder Research

• Check out the website
• Read the guidelines
• Note the deadlines
• Call the Program Officer
• Ask about the process
• What will this funder need from you?
Preparing to write the Grant Proposal

- Read the guidelines (again)
- Note the deadlines (again)
- Read the application (helpful even if you decide not to apply)
- Don’t “pretzel”
- You’re establishing a relationship
- Follow the directions (applications reflect best practices and internal protocols)
- Does your project fit your mission?
- Do you have organizational support?
- Do you have the capacity to carry out the requirements of the grant?
- Do you have necessary data?
Let’s Write a Grant Proposal!

• Follow the directions!
• Be clear about the need
• Include data and stories (head and heart)
• Letters of Support
  • Not just professionals, patrons too!
  • Be careful of canned letters
  • They should show some knowledge of the program
  • Letters from teens, tweens, parents
• Target Audience
Equal               Equitable

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• Outputs answer, “how many?”:
  • the number of people who attended
  • The number of people served compared to the past
  • The number of books checked out

• Outcomes answer, “what do those who participated now know, think or care about”:
  • Ask yourself what knowledge, skills, and abilities should someone in your program be able to demonstrate upon completion.
  • How will participants demonstrate such capacities?

More than how many worms the bird feeds its young (outputs),
but how well the fledgling flies (outcomes).
Let’s Write a Grant Proposal!

- How will you evaluate the program?
- How will you know you’re successful?
- Be concise, but thorough
- Collaboration
  - Builds Expertise
  - Broadens access
  - Information sharing
  - Inspires innovative ideas
  - Demonstrates value
  - Is it just talking to someone or is it scheduled planning that coordinates and aligns mutually reinforcing activities?
Let’s Write a Grant Proposal!

- Is new really better? Make your case.
- If tried and true, establish a proven history.
- Clear and reasonable budget (a budget is a plan, after all)
- Have someone proofread it!
- Submit proposal (confirm submission)

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Pitfalls

- We’re the best, it’s all about us!
- We deserve it
- We might, we hope to...
- It was successful because of the smiles on their faces
- Bad Speling, Grammer
- Too much rhetoric
- Too many acronyms
- Emotional pleading
- Incomplete budget with no narrative (numbers don’t add up)
-Verbose
- Disorganized, confusing
Proposal Declined

• Don’t be discouraged
• It’s not personal
• Lots of factors
• 2\textsuperscript{nd} or 3\textsuperscript{rd} times a charm?
• Proposal that needs improvements or limited funding? (request/grant ratio)
• Better time to apply?
• Try, try again
Grant Awarded

• Assess and adjust along the way
• Keep Program Officer informed of major changes
• Request repurposing of funds if needed
• Track grant funds accurately
• Maintain relationships with collaborators
• Gather data (pre/post surveys)
• Take pictures (and get appropriate releases)
• Invite funder to events/activities
CAUGHT READING
BANNED BOOKS
947291045710589

DAN THE SNAKE MAN
Feel
The Experience!

WHERE THE WILD THINGS ARE
STORY AND PICTURES BY MAURICE SENDAK
Any time, any place.
Reports!

- Know your audience
- Submit report by the due date
- Give yourself time to complete it thoroughly
- Be honest
- How did you meet the need that was defined in the application?
- Share what you learned about what worked and what didn’t work (funders are learning too!)
Reports

• Share examples of any media coverage with appropriate grant attribution
• Provide clear and accurate accounting of how funds were used
• Include pictures (eyes and teeth)
• Include both data and stories (head and heart)
"Is this one of those problems that can be fixed by throwing money at it?"
Grantmaking Resources

- ALA Big Book of Library Grant Money
- The Foundation Center
- The Council on Foundations
- The Ford Foundation - Grantcraft: guides, videos, and case studies
- The Grantsmanship Center
- Grantmaking for Effective Organizations (GEO)
- Guidestar
Takeaways

- Funder relationships are important, they take time
- Follow the directions
- Know your audience
- Align with your mission
- Internal communication
- Use your resources
- External communication
- Be responsible
- Know your organizational culture
Well, look at that! This is the end of the book, and the only one here is...

I, lovable, furry old Grover, am the Monster at the end of this book.

And you were so scared!

I told you and told you there was nothing to be afraid of.
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