

GRANTS: Helping Funders Say Yes!

**NJACP Lunch and Learn Session
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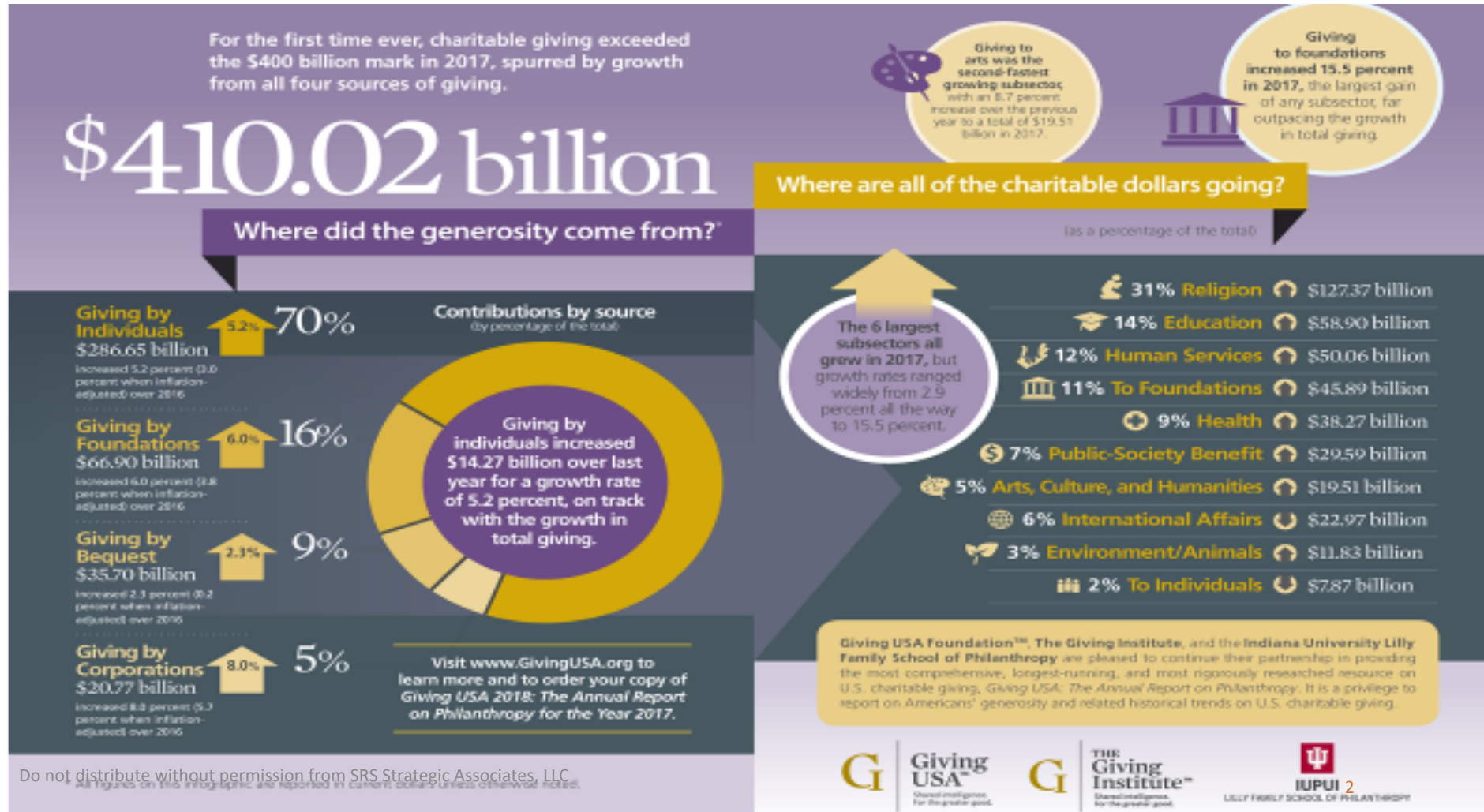
“We’ve been there. We understand. We can help you get there.”

34,000+ 501(c)(3) Organizations in New Jersey

Source: NJ Center for Non-Profits

New Jersey foundations give more than \$3.4 billion each year

Source: Independent Sector



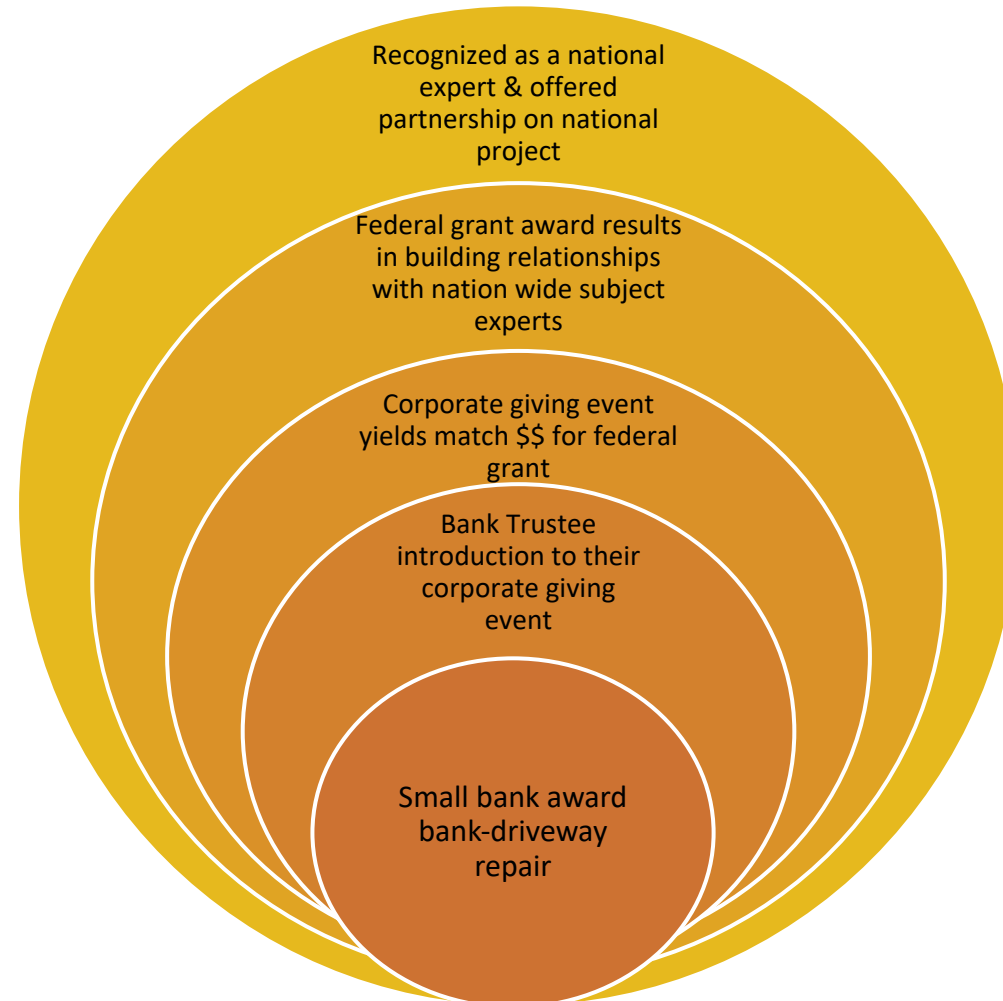
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All figures on this infographic are reported in current dollars unless otherwise noted.

TYPES OF GRANT FUNDING

- ▶ **PROJECT GRANTS:** Support specific programs or projects for a pre-determined period.
- ▶ **CAPACITY BUILDING GRANTS:** Assists organizations increase their ability to do more in an area.
E.g., A college might be awarded a capacity-building grant to develop counseling and career services. E.g., A charity might receive a grant to build its fundraising capacity. These grants are for a process rather than a project.
- ▶ **OPERATING FUND GRANTS:** Give ongoing support to an organization. These grants assist with operating expenses. These are highly sought after – however, hard to find. Small, family foundations are more likely to provide operating fund grants than larger, well-known foundations.
- ▶ **RESEARCH GRANTS:** Typically found in academia and research-oriented nonprofits. In academic settings, they are often attached to a faculty member and ‘follow’ where he or she goes.
- ▶ **IN-KIND GRANTS:** Provide non-monetary help, such as equipment or even pro bono personnel. Corporations most often supply in-kind donations and grants.

Look at the Big Picture Benefits

Starting with a local bank award for a driveway repair...



To apply or not to apply? Choose Wisely

- ▶ **I Need it Now!**
- ▶ **Do I Apply?**

Example: Together with the Charitable Foundation Inc., ABC Bank has set aside reserve funds of \$100,000 for additional grants to support the relief needs of local communities. Each grant will be available for up \$2,500 that reflect the urgent needs for immediate relief during the Coronavirus (COVID-19) pandemic. The special reserve grants are for available for not-for-profits 501 (c) (3) or other non-profit status organizations that assist in sustaining life and bringing encouragement to those, in their market, who have been overwhelmingly and disproportionately impacted by Coronavirus (COVID-19). These organizations provide necessary housing and shelter, finance, transportation, healthcare, food, medicine and basic necessities to the residents of Monmouth, Middlesex and Ocean Counties.

- ▶ **DO the BENEFITS OUTWEIGH the COST?**

Example: \$200 Million for maximum awards of \$1 million. Funds are to help eligible health care providers whether for treatment of coronavirus or other health conditions during the coronavirus pandemic to: purchase telecommunications services, information services, and devices necessary to provide critical connected care services... only fund monitoring devices (e.g., pulse-ox, BP monitoring devices), that are themselves connected. The COVID-19 Telehealth Program will not fund unconnected devices that patients can use at home and then share the results with their medical professional remotely.

What's Your Hook?

- ▶ What is your Hook?
- ▶ SELLING NOT TELLING
- ▶ Opportunities to Sell!
- ▶ In-person Technical Assistance and Q & A opportunities:
 - The answer is YES -- always participate
 - What to do once you are there?
- ▶ Timing can be everything: When and how to submit...

Value = Selling Proposition



Let's Do it Right & Make it Hard to Say No

- Outline the entire Request For Proposal (RFP)
- Quickly become an expert
- Add in everything including the kitchen sink
- Conduct an environmental scan
- Be careful with the sources you use

What are They Really Asking?

- Does eligibility count?
- What is the funders intent?
- They are telling you what to say!
- Picture them in the room –what do they want to know?
- Does it have to be a *REAL* relationship?
- Are you making them bored?
- ALWAYS have someone read it before you submit



Consultant Dos and Don'ts

Is a consultant right for you?

- Consultants should be paid a predetermined fee for scope of work
- Consultants should not be paid based on a percentage of the award
- Ask about their track record
- What are the odds of success?
- Writing the same proposal for multiple organizations
- Ensure that your business intellectual property is protected
- Do you want confidentiality?
- Do they have to know the subject?
- References

YOUR SELLING POINTS

- 1: Everyone wants to say yes. Make it as easy as possible for them to say yes!**
- 2: Selling to one funder helps you sell to the next one. Start with one that might be an easy sell. Funders - like people - want to be on a “winning team”.**
- 3. Never underestimate the value of networking.**
- 4: THE HOOK!- it must grab their attention-peak their interest, be authentic and be communicated in a few sentences- NOT YOUR ELEVATOR SPEECH.**
- 5: If it’s a local funder with other potential areas of interest think about applying for something you may be -- but don’t really think you will win. This is relationship-building.**
- 6: Use capital campaign techniques: “informational” interviews or an environmental scan.**
- 7: This is a competition and you are a competitor. You will win because you understand what matters most to the funder; your model is the most cost effective and efficient; you are better than the competition because...you will outperform everyone else because...**

Questions, Comments & Answers

See our other webcasts at:

SRS Strategic Associates YouTube

https://www.youtube.com/channel/UCWLC3uLYIjzv7Xp5qriod_Q

THANK YOU FOR ATTENDING!
Slides will be emailed to attendees

Contact us: www.srsstrategic.com: 732-673-2472