

# *Grants Research and Prospecting*

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# Grants Research

- **Questions To Ask Yourself:**
  - Who would be interested in financially supporting the work that I do?
  - Who would fund organizations like mine?
  - Can I identify with some degree of specificity what I would ask for?
  - What would make someone support my organization instead of the hundreds of other organizations who are equally needy?

# What Funders Are Looking For?

- **Issue Match**
- **Geographic Match**
- **Constituency overlap**
- **Programming concept**
- **Realistic Goals**
- **Uniqueness of organization or project**
- **Organizational capacity**
- **Leadership**
- **Solid funding plan**
- **Collaboration**

# What you need to know about funders:

- **Agency's name**
- **Priorities**
- **Eligibility**
- **Contact information**
- **Giving history**
- **Methods of announcement**
- **Board members**
- **Deadlines**

- **Matching requirements**
- **Funding levels/cycles**
- **Application formats**
- **Renewal policy**
- **Review, process, selection criteria**
- **Review/notification dates**

# Research Tools

- **Foundation Center**
  - [www.fdncenter.org](http://www.fdncenter.org)
- **GuideStar**
  - [www.guidestar.org](http://www.guidestar.org)
- **Chronicle of Philanthropy**
  - [www.philanthropy.com](http://www.philanthropy.com)
- **Federal Register**
  - [www.access.gpo.gov](http://www.access.gpo.gov)

# Research Tools

- **Federal Grants Gateway**
  - [www.grants.gov](http://www.grants.gov)
- **Major Foundation Websites**
  - [www.rwjf.org](http://www.rwjf.org)
  - [www.aecf.org](http://www.aecf.org)
  - [www.kff.org](http://www.kff.org)
  - [www.wkcf.org](http://www.wkcf.org)

# Research Tools

- **Agency Websites**
  - [www.hud.gov](http://www.hud.gov)
  - [www.ed.gov](http://www.ed.gov)
  - [www.cns.gov](http://www.cns.gov)
  - [www.hhs.gov](http://www.hhs.gov)
- **Corporate websites**
  - [www.walmart.com](http://www.walmart.com)
    - Search on foundation or grants

# Top Ten Common Reasons Grants are Declined

1. The organization does not meet the funder's priorities
2. The organization is not located in the funder's geographic area of funding
3. The proposal does not follow the funder's prescribed format
4. The proposal is poorly written or difficult to understand
5. The proposed budget and grant request is not within the funder's funding range.
6. The proposal fails to present a clear picture of the capacity of the applicant to implement the project
7. The proposal's budget is unrealistic and/or inflated
8. Unrealistic goals and/or objectives and/or timelines
9. The funder has reached their maximum allocation amount.
10. Insufficient proof the program is sustainable beyond grant funding.

GOOD LUCK!

