

INTERACT
FOR HEALTH



Tools and Resources for Seeking National Funds

*A Practical Guide for Engaging
National Foundations*

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Introductions



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Goals

You will learn the importance of:

Getting “the basics” right

Identifying your organization’s uniqueness

Cultivating strong partnerships with other organizations and potential national private foundations

Key elements for building impactful and sustainable projects

So you can make a compelling, data-driven case for support!

Poll Questions

Zoom poll

1. Has your organization ever received a grant from a private national funder?
 - a) Yes
 - b) No

2. What is your organization's Seal of Transparency on Candid?
 - a) Platinum
 - b) Gold
 - c) Silver
 - d) Bronze
 - e) Don't Know

3. How many individuals in your organization are responsible for writing grants? (#)

First Things First

Does your organization have all of the following:

- A compelling mission and vision statement
 - Craft a compelling elevator pitch
- Measurable program objectives that clearly advance the mission
- Strong digital presence through your website and social media
 - Is your website easy to navigate and up-to-date?
 - Do your website and social media posts showcase your work through storytelling and impact metrics?
- Audited financials (if feasible), but at least 990s for the last 3-5 years
- Annual report

Essential Information for the Grant Application

Does the grant writer have ready access to the following items for uploading into an application form?

- EIN
- IRS Determination Letter
- List of officers and board members (with community affiliations and a breakdown of demographics)
- Number of staff and demographics
- Audited financials and/or 990s
- Current operating budget
- Project budget
- Annual report

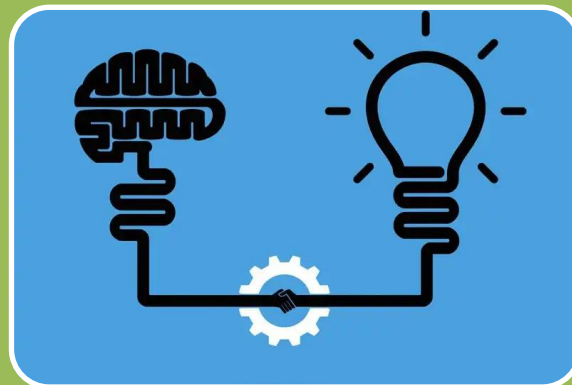
What makes your organization unique?

Does your organization do any of the following?



Fill a Gap

- Provide a service no one else provides
- Serve a population or community no one else serves



Innovate an Existing Service



Collaborate to Extend the Reach of Your Mission

The importance of Collaboration

Many national foundations explicitly want or even require collaboration because it:

Increases the project's (and organization's) impact

Increases access to resources and expertise

Reduces likelihood of duplication within a service area

Strategies for Strong Partnerships with Other Organizations

1. Align around a shared mission
2. Hold joint planning sessions to:
 - a) Identify overlapping programming
 - b) Agree on outcomes and measures of success
 - c) Clearly define roles and responsibilities (MOU)
 - d) Leverage competitive strengths
 - e) Build trust through transparency (e.g., financials, data)
 - f) Establish clear lines of communication and decision making
 - i. Regularly scheduled meetings (e.g., monthly)
 - ii. Designated liaison in each organization

Strategies for Strong Partnerships with National Foundations

Research foundations effectively using tools like Candid, Guidestar, and foundation websites

Analyze the funder's priorities, funding history, and decision-makers

1. Make sure your organization aligns with the funder's mission
2. Does the project advance the funder's goals?
 - a) Get to know the funder's preferences
 - b) Find out who recent grantees are
 - c) Find out the average size of their grants

Strategies for Strong Partnerships with National Foundations

continued

2. Use a template to ensure all key funder information is organized and easily accessible
3. Plan ahead. Start now and be ready before the next RFP



Some “How-To’s” to Open a Relationship

Does the funder have a newsletter? **Subscribe!**

Follow the funder on social media

Get to know their program officers and decision makers

Are they “thought leaders” on social media, for example?

Ask clarifying questions, using **their** preferred mode of communication

Use that compelling elevator pitch

Use your connections

Board members or major donors may be helpful

Don't overlook volunteers! Especially for corporate foundations

Partner with current grantees who can help showcase your work

Network by attending conferences, webinars, or community events

hosted by the foundation

Building Impactful and Sustainable Projects

1. Demonstrate a strong base of local support
(or, explain why you don't have it)
2. State measurable goals
 - a) Focus on impact on recipients vs. what you want to do
 - b) Consider immediate and longer-term impact
3. Consider tools like a logic model
4. Demonstrate strong project leadership:
 - a) Credentials and experience
 - b) Collaborations can provide strong leadership

Conclusion

All of the above builds a compelling case for support!

