

FREE WEBINAR

A GUIDE TO
Developing a Strong Funding Portfolio

Presented by the Strategic Philanthropy Team

Wednesday, October 7, 2020 | 10:00AM - 11:00AM

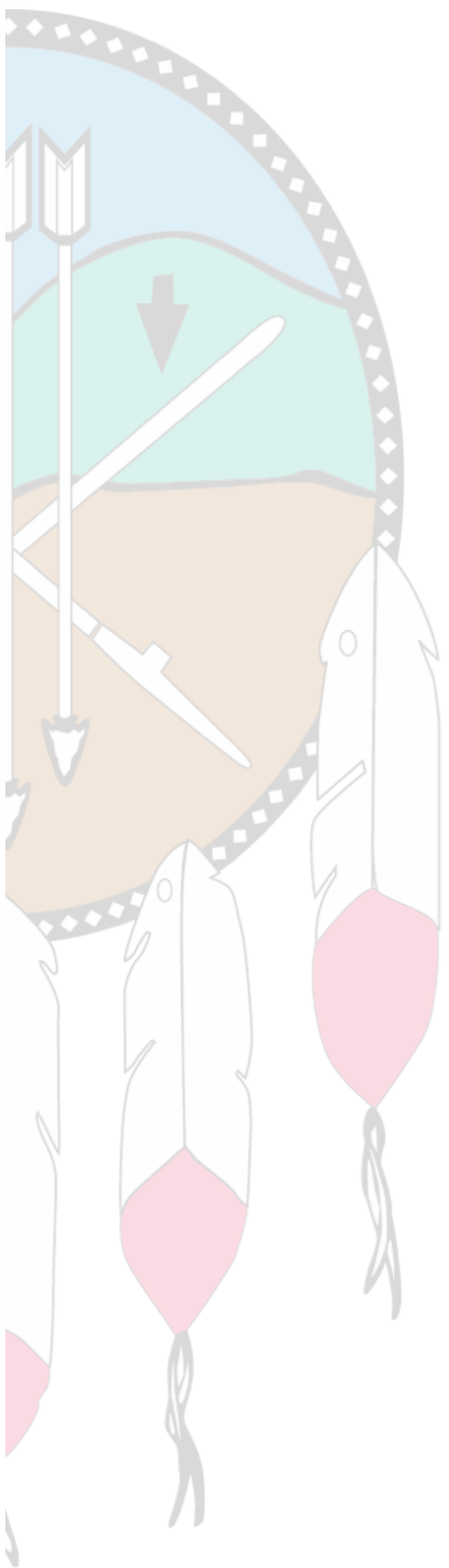


Webinar “Housekeeping” Information

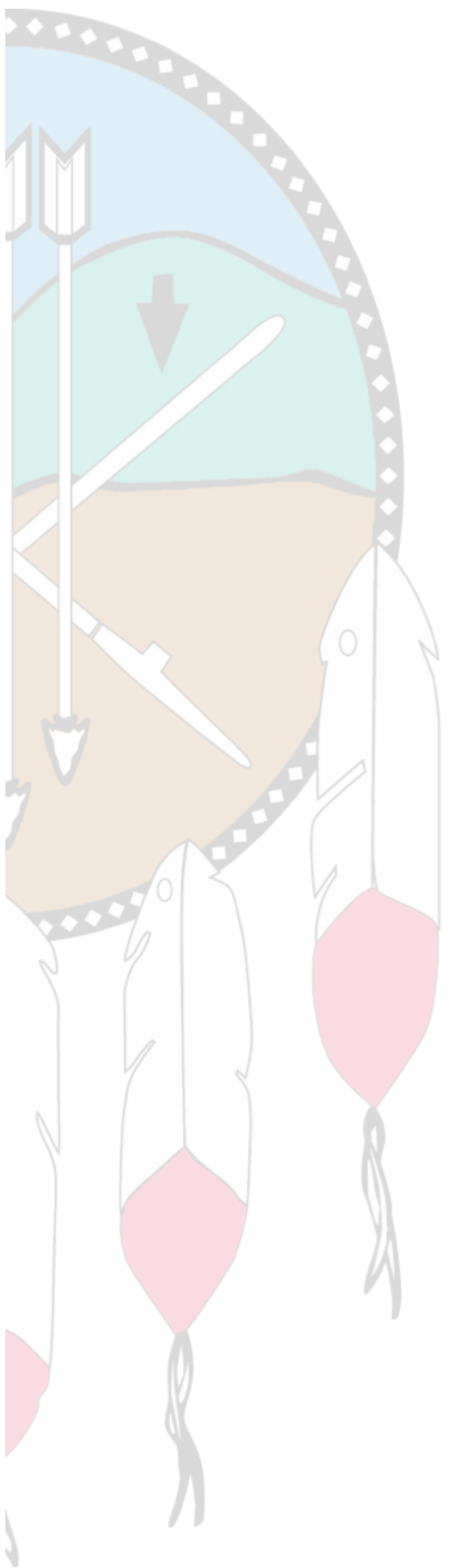
- Welcome
- San Manuel Strategic Philanthropy Introductions
- Financial Health Presentation
- Q&A Period
- Announcements

Webinar “Housekeeping” Information

- If you have questions, post them in the chat box
- Webinar will be recorded
- Presentation will be emailed after the webinar
- Survey will be emailed after the webinar
- Please remain muted during the presentation
- Turn off your camera if you’re not speaking



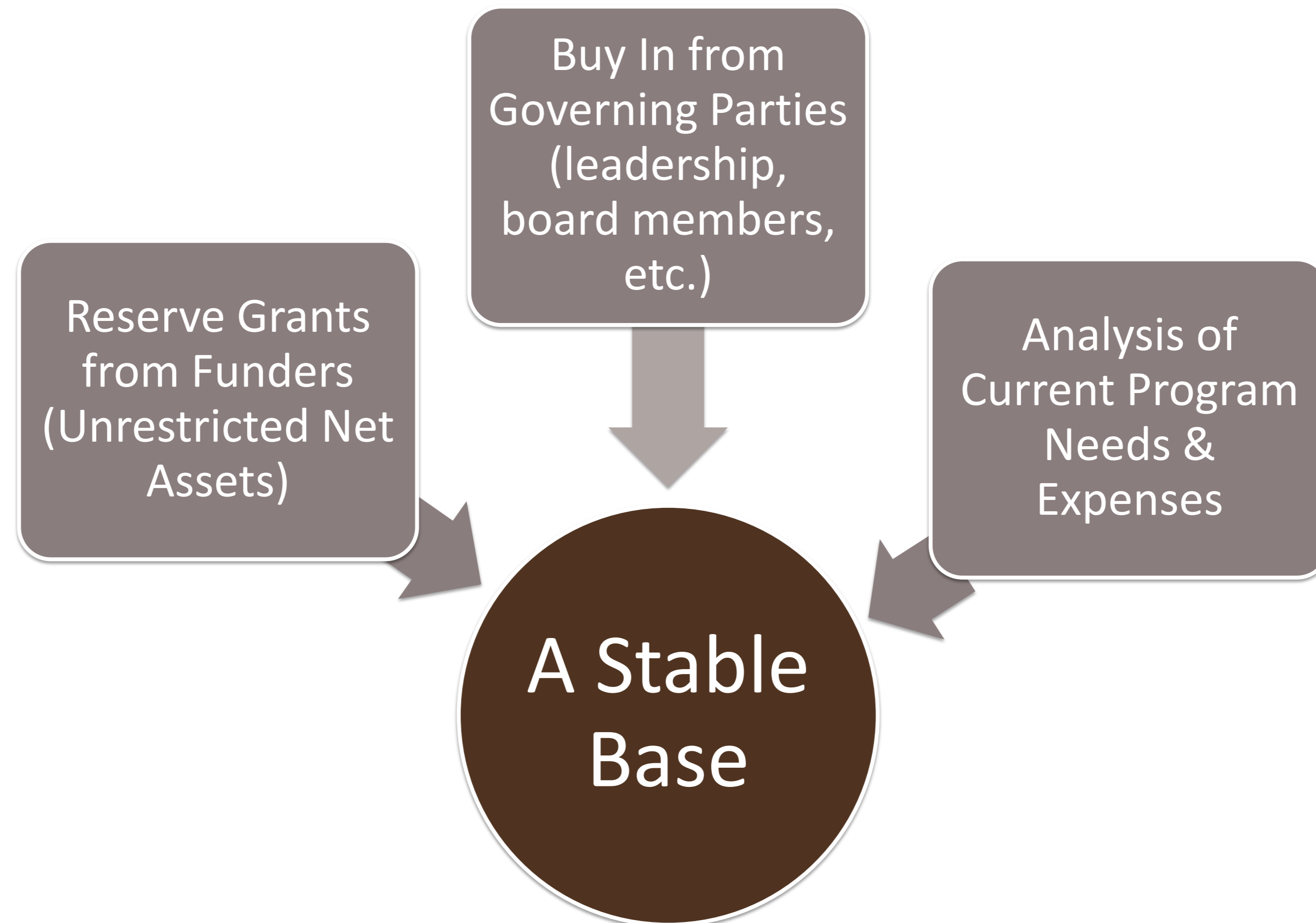
San Manuel Strategic Philanthropy Introductions



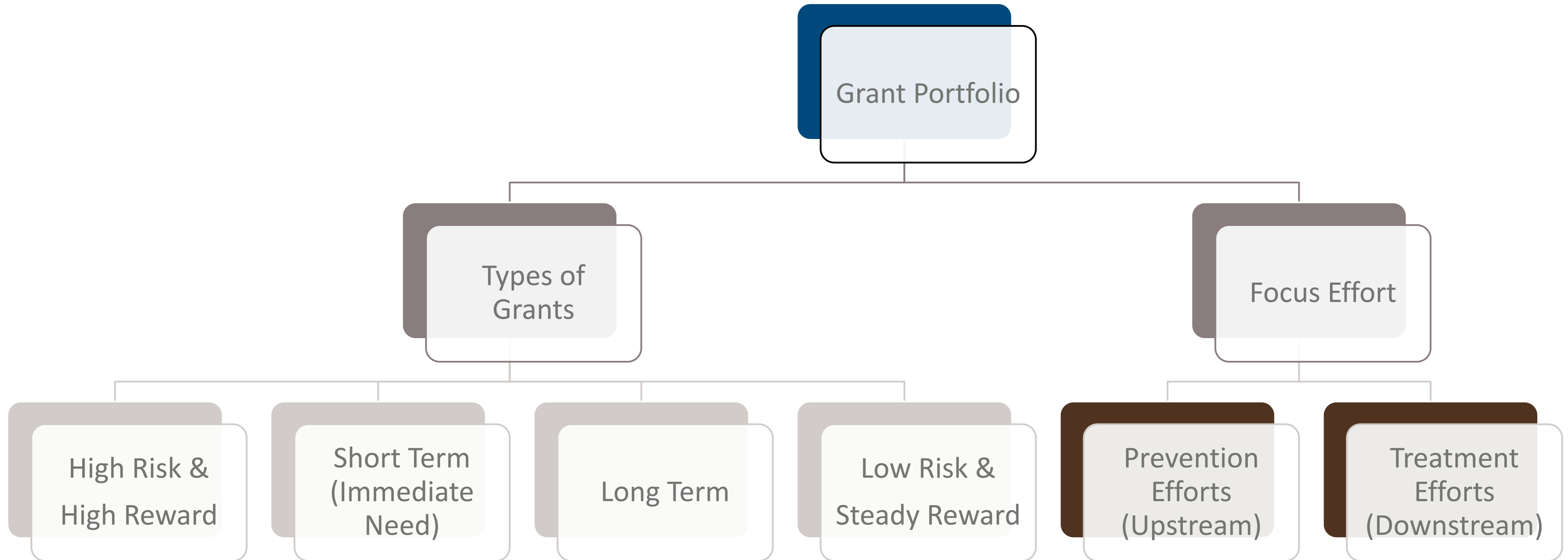
Tips to Establish a Healthy Grant Portfolio

An Organization's Financial Base

Some organizations have a negative unrestricted cash flow because of the pandemic – focus needs to be on creating financial base



Establishing a Healthy Grant Portfolio



What to Consider When Deciding to Apply

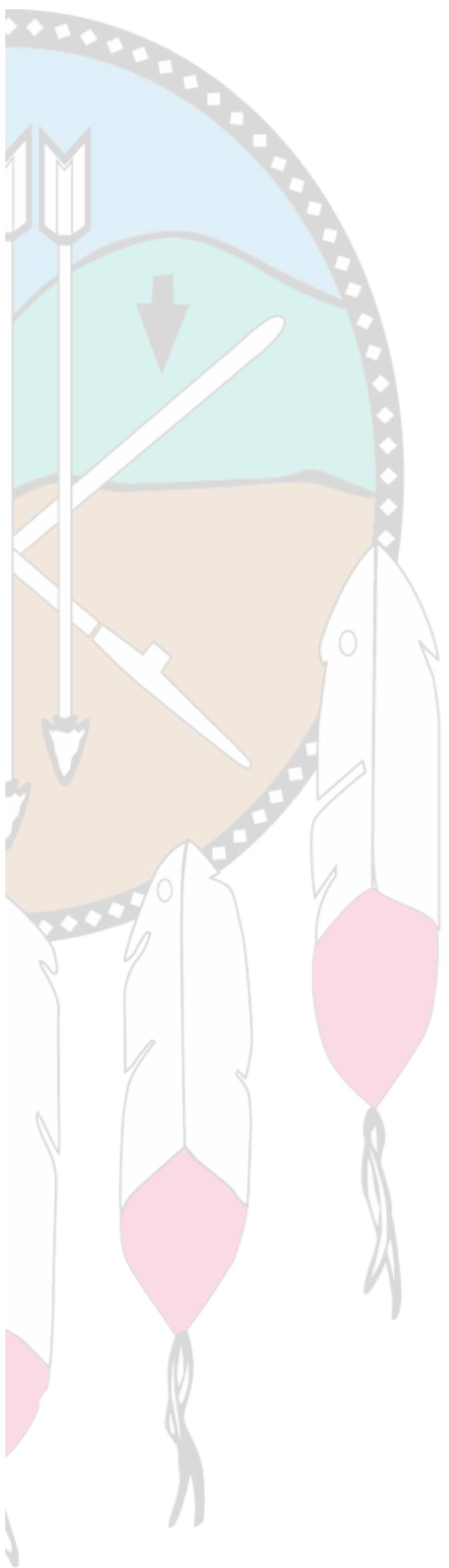
- How competitive is the grant program
 - Look for at least a 20% chance of funding
- Length of time to receive/spend grant funds
- Capacity to carry out project
- Resources involved in grant submittal vs. funding amount
 - Staff Time (including employee related expenses)
 - Technology Requirements
- Read (and re-read) the grant instructions, look at FAQ page, and funder's website
- Assess if the grant opportunity and giving history align with your current mission/project

Tracking your Grant Portfolio

Consider Tracking:

- Grant Dollars
 - By Time
 - Towards Goal
- New Donor Acquisition
- Donor Retention Rate
- Donor Reactivation Rate
- Average Gift Size
- Fundraising Revenue
- Recurring Gifts
- Time Between Gifts
- Donor Lifecycle
- Liquid Unrestricted Net Assets
- Days Cash on Hand (cash flow)





Etiquette in Philanthropy

Basic Items we Need to Know

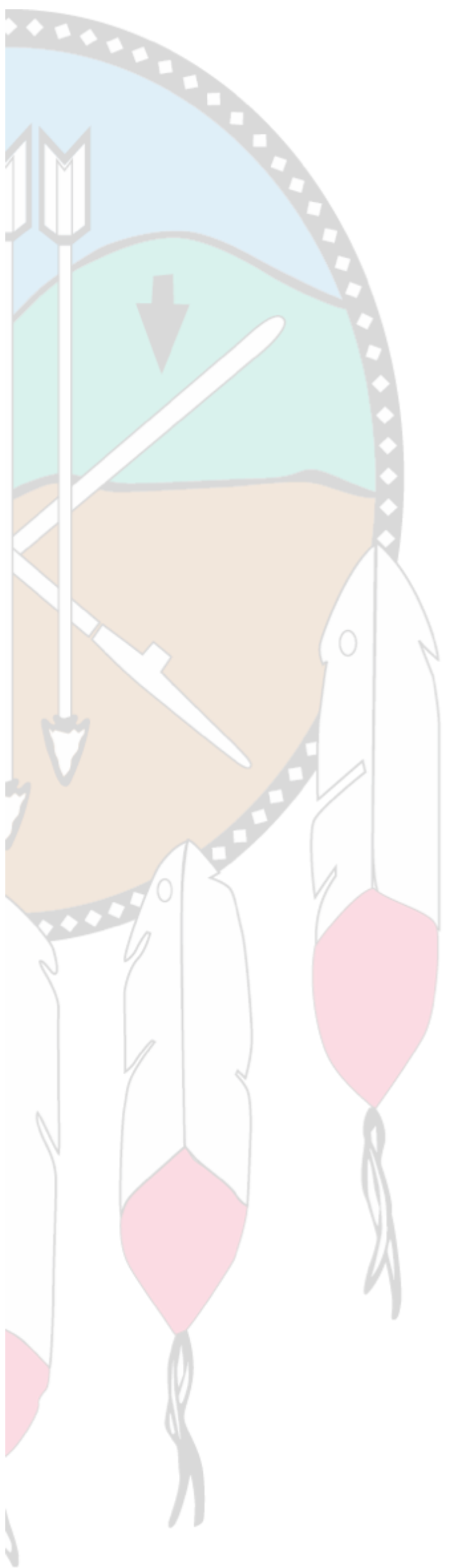
- Follow a funder's contact instructions (No Cold Calls)
- If the grantmaker has not stated any preferences on how they want to solicit proposals. It's generally safe to call them.
- Do your research and be ready with talking points when pitching and asking. No one wants a long speech - be clear and concise.
- Show that you've spent time learning about your funder. Always go to their website!
- If you don't align with the funders mission, don't submit a proposal. Move on to the next funder.

Etiquette in Relationship Building

- Use social media to interact with funder, keep up with their activities, and share highlights of your work with them
- It's okay to approach funders who don't accept unsolicited proposals
- If you are invited to submit a grant proposal, it doesn't mean you will be funded
- Don't ask every funder to be on your board, some are not allowed to be on boards

Following Up with A Grant

- Make sure you know when grant approvals/denials are expected. Know your dates.
- Come forward with a plan when you connect with a funder and tell them how this opportunity supports their giving efforts.
- Don't be upset if your proposal is denied. Funder is probably okay with telling you why you weren't funded.
- Focus on the current grant being discussed, don't try to sell a second opportunity right away!



Expanding Partnerships

New Partnerships

- **Do Your Homework First**
 - Follow on social media
 - Review annual reports
 - Search newspaper articles
- **Find the Right Match**
 - Who funds in your area of interest and the population you serve?
 - Who funds in your geographic region?
 - Who will provide the support your organization needs?
- **Ask for the Right Amount**
- **Where to Find the Connections:**
 - Board Members/Donors
 - Organization Partners
 - Current Funders
 - LinkedIn Network
 - Affiliated Groups
 - Volunteers
 - Individual Donors

New Partnerships

- Networking with foundation staff
- Seek out funders at conferences/forums
- Connect with funders at Association for Fundraising Professionals events
- Email or call program officers
- Take the program officer out for coffee/tea/lunch
- Use online resources (Foundation Directory Online or Guidestar)

New Partnerships

- **Foundation Directory Online (FDO)**
 - FDO is a searchable web based tool that lets you find funders faster so you can spend more time on building relationships with them
 - Ever-growing source of 140,000 grantmakers
 - 12M+ grant opportunities to find your next funder
 - Website: [candid.org](https://www.candid.org)

Free until the end of 2020!

New Partnerships

Guidestar

- Guidestar is a directory of nonprofit organizations including Foundations in the USA
- This is an information service specializing in reporting on U.S. nonprofit companies.
- In 2016, its database provided information on 2.5 million organizations.
- Website: guidestar.org

Growing Partnerships

Ways to Grow a Partnership:

- Clear communication: be open, honest and consistent with funders
- Check in with partners to give updates on programs/services
- Share impact stories with partners
- Seek other methods of support:
 - Volunteers, in-kind donations, employee match
 - Ask partners how you can help them

Ways That Partners Can Help You:

- Connect nonprofit partners (e.g. Goodwill)
- Share expertise and knowledge (e.g. website, webinars, newsletter, etc.)
- Learning opportunities (e.g. Candid)

Takeaways

Tips to Establish a Healthy Grant Portfolio

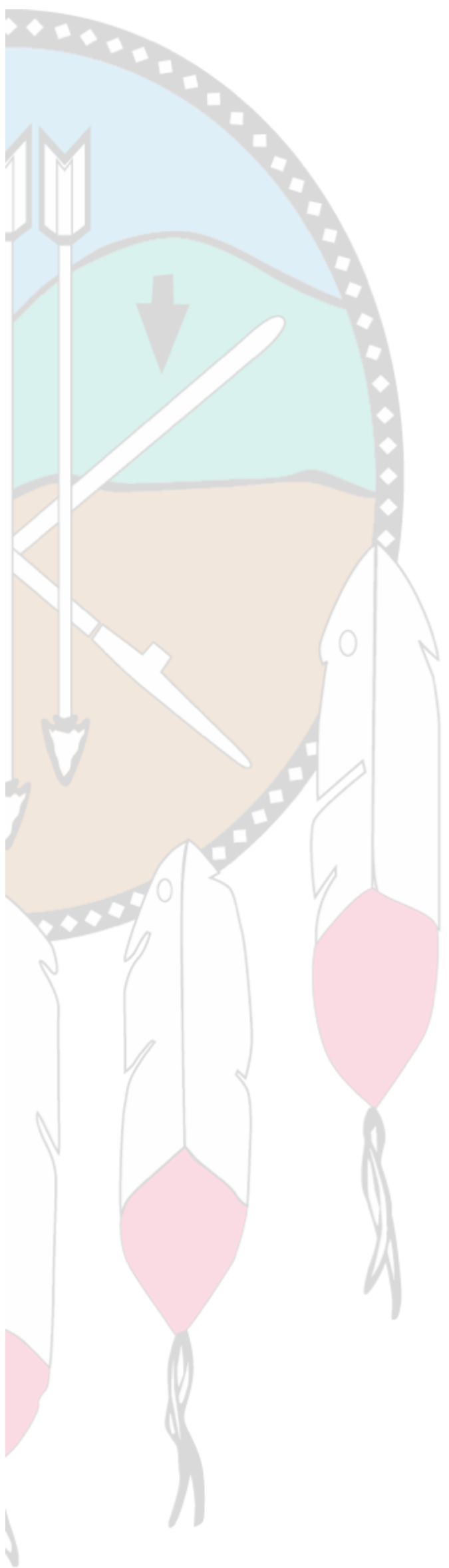
1. Track your grants and share this information with your team
2. Apply for a variety of grants – with different risks, rewards, and timelines
3. Communication is key. Make sure all stakeholders are aware of grant efforts

Etiquette in Philanthropy

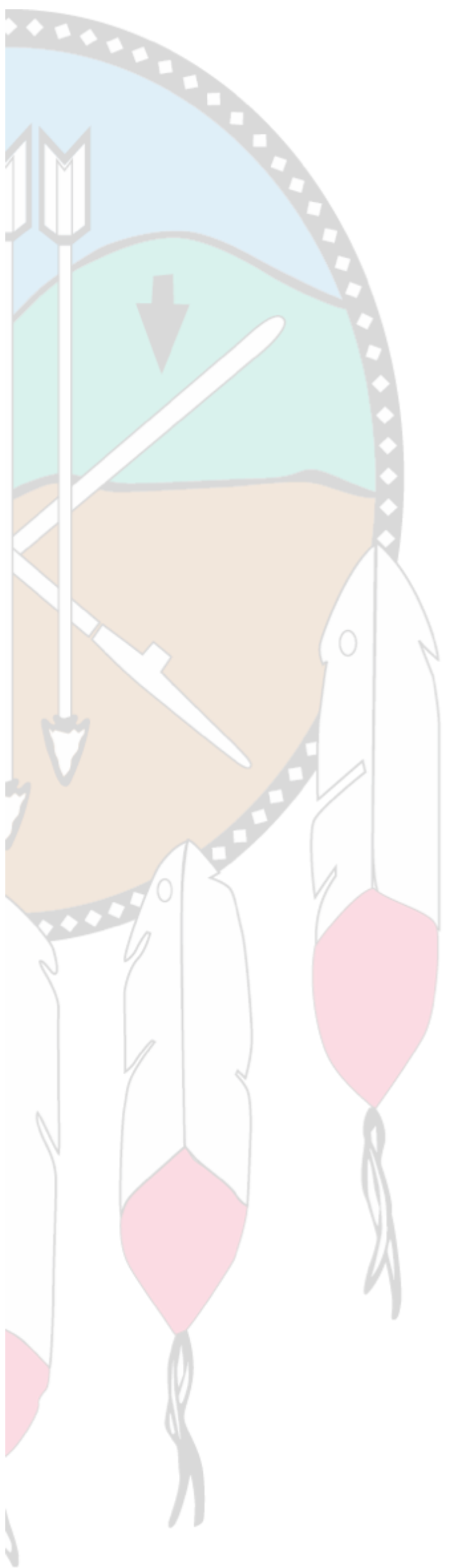
1. Remember, no one wants a long speech. Be clear and concise.
2. It's okay to approach funders who don't accept unsolicited proposals. You have to start somewhere.
3. Focus on the current grant being discussed, don't try to sell a second opportunity right away!

Expanding Partnerships

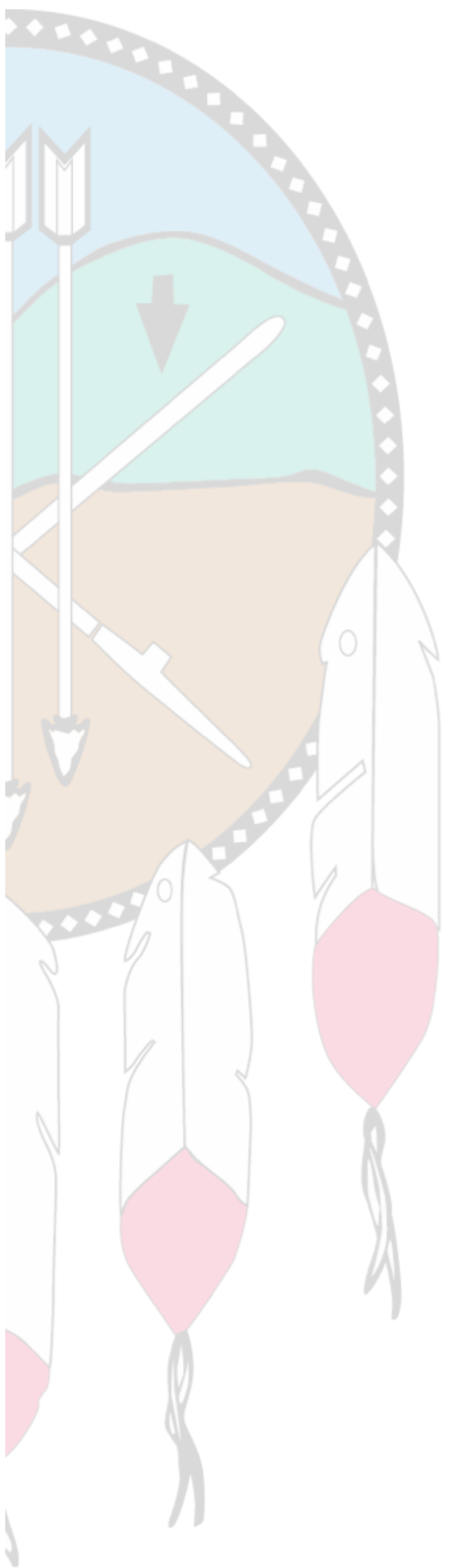
1. Do your homework/know the organization and what they support
2. Use resources to find the next funding opportunity (Foundation Directory Online/Guidestar)
3. Clear communication: be open, honest and consistent with funders



Q&A Period



Announcements



Thank you!
