

Welcome to
**FUNDRAISING
DAY WISCONSIN:**

GETTING YOUR ORGANIZATION GRANT READY

with Autumn Keck





Autumn Keck

Owner Scribe LLC

Autumn Keck is a fundraising expert with over 20 years of experience in the areas of grant writing, major gift solicitation, event management, and communications. She is the founder of Scribe, a fundraising organization, created with a vision to help nonprofits grow their community impact through powerful storytelling, strategic thinking, and creative solutions.

Understanding the Grant Process

Understanding your finances

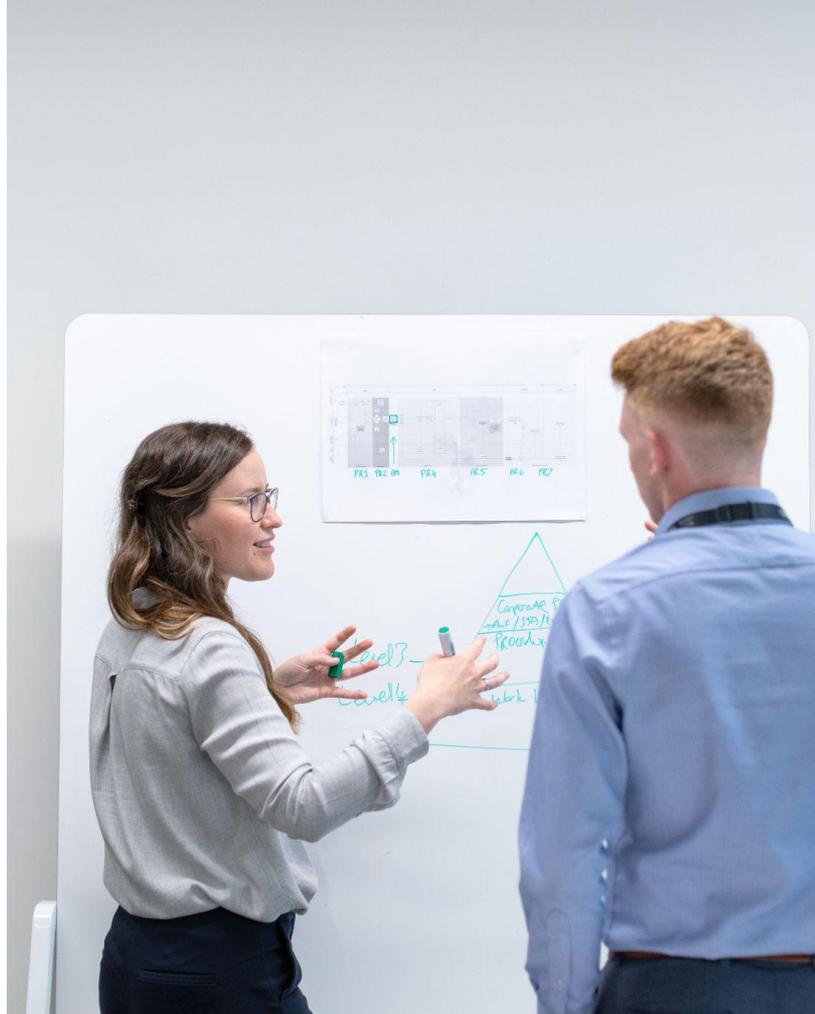
- Tax-exempt 501(c)(3) status
- Create a sound financial plan
- Diversified revenue streams



Fundraising revenue streams outside of grant fundraising

- Major giving
- Corporate sponsorships
- Monthly giving program
- Annual fundraising campaigns
- Fundraising events
- Peer-to-peer campaigns

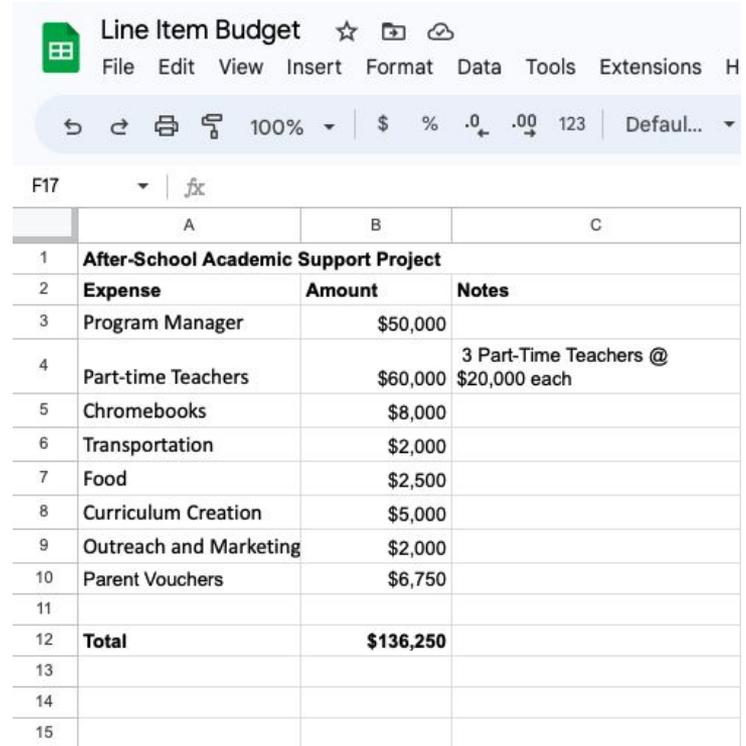
LET'S TAKE A POLL



Line item budget

Your project budget should:

- Include an item-by-item expense breakdown
- Be as accurate as possible
- Add up to the total amount you're requesting



The screenshot shows a Google Sheets spreadsheet titled "Line Item Budget". The spreadsheet has a menu bar with "File", "Edit", "View", "Insert", "Format", "Data", "Tools", "Extensions", and "Help". Below the menu bar is a toolbar with icons for undo, redo, print, and zoom, along with a percentage dropdown set to 100%. The spreadsheet itself has columns labeled A, B, and C, and rows numbered 1 through 15. Row 1 contains the title "After-School Academic Support Project". Row 2 has headers "Expense", "Amount", and "Notes". Rows 3 through 10 list various expenses: Program Manager (\$50,000), Part-time Teachers (\$60,000), Chromebooks (\$8,000), Transportation (\$2,000), Food (\$2,500), Curriculum Creation (\$5,000), Outreach and Marketing (\$2,000), and Parent Vouchers (\$6,750). Row 11 is blank. Row 12 shows a "Total" of \$136,250. Rows 13 through 15 are blank.

	A	B	C
1	After-School Academic Support Project		
2	Expense	Amount	Notes
3	Program Manager	\$50,000	
4	Part-time Teachers	\$60,000	3 Part-Time Teachers @ \$20,000 each
5	Chromebooks	\$8,000	
6	Transportation	\$2,000	
7	Food	\$2,500	
8	Curriculum Creation	\$5,000	
9	Outreach and Marketing	\$2,000	
10	Parent Vouchers	\$6,750	
11			
12	Total	\$136,250	
13			
14			
15			

Core values & programming

ASK YOURSELF:

- **How does your clearly defined mission statement relate to the work you do?**
- **How does your core programming lead to specific outputs and outcomes for your community?**

Key Terms:

Output

the services or goods that are delivered

Outcome

the difference the output will make

Partnerships



Resources:

- [Board Matrix](#)
- [Board Roles and Responsibilities](#)
- [Resources to Help You Become an Expert](#)

Standard grant documents

- Operating budget
- Core project budget
- 501(c)(3) determination letter
- 990 tax returns
- Annual financial statements
- Organization chart
- Charitable Solicitation License (CSL) (depending on your state)
- Strategic plan
- Resumes of key staff
- Demographics of board and staff
- Demographics of populations served
- Organization chart
- Generic partner letters or MOU's
- List of formal and informal community partners
- Statistics and data on your service population, issue, and/or geography (to be updated bi-annually)



Drive

Grant Readiness Checklist

- ✓ Tax exempt 501(c)(3) status
- ✓ Sound financial plan
- ✓ Clearly defined mission statement
- ✓ Core programming leads to specific outputs and outcomes for your community
- ✓ Invested and diverse Board of Directors
- ✓ Established in the community with both formal and informal partnerships
- ✓ Demonstrate organizational credibility and competency

LET'S DISCUSS

1. Which grant readiness items can you check off your list?
2. Which grant readiness items do you still need to work on?
3. Identify one actionable step you can take to help your organization to become grant ready. Discuss with your partner and be ready to share with the group.

Questions?

Logic Model

Key Term:

Logic model

Visual representation of your nonprofit's pathway to success

→ It shows how the program is expected to work, what it will do, and what it will achieve.

5 KEY COMPONENTS OF A LOGIC MODEL:



Example: Empowerment Now

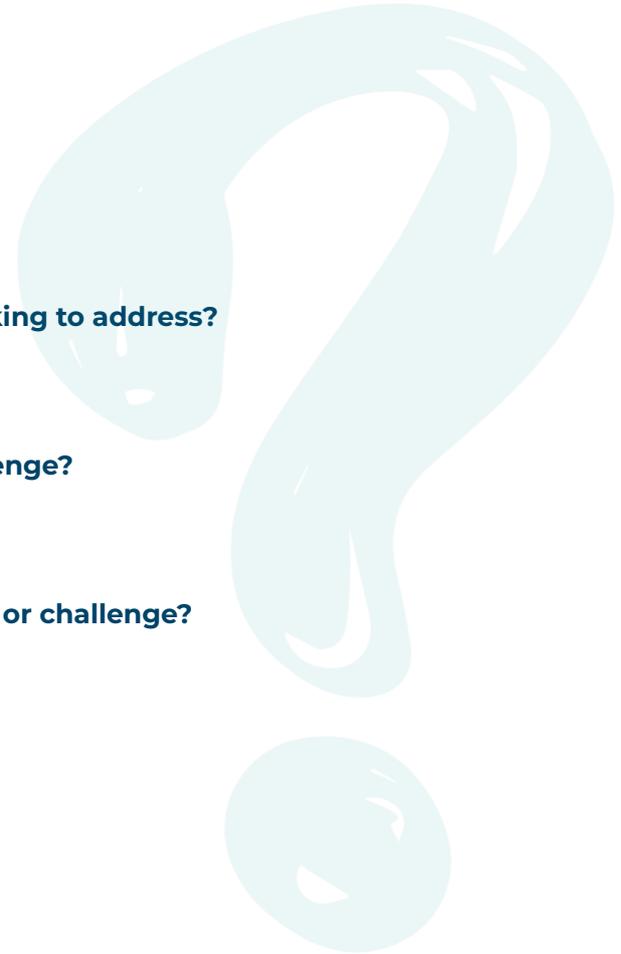


Funded! Position your nonprofit for grant success

The Problem

ASK YOURSELF:

- **What is the specific issue or challenge that your nonprofit is working to address?**
- **Who is directly impacted by this issue or challenge?**
- **How are these individuals currently affected by the issue or challenge?**
- **What are the root causes of the issue or challenge?**
- **What are the potential consequences of not addressing the issue or challenge?**



Example: Empowerment Now

Problem / Challenge

Poverty & recidivism among adults

Target Population

Adults who have experienced homelessness or incarceration

Current Impact

Individuals lack access to education and job training, have difficulty securing housing, and encounter discrimination

Root Causes

Systemic inequality, lack of access to education and job training, societal stigma

Potential Consequences of Inaction

Cycle of poverty and homelessness or incarceration across generations, increased rates of crime and homelessness, reduced economic mobility, reduced opportunities for social and economic advancement

Problem Statement

Empowerment Now is working to address the issue of poverty and recidivism among adults who have experienced homelessness or incarceration.

Inputs

Key Term:

Input

A resource you use to run your programs successfully

Includes but is not limited to:

- funding
- facilities
- in-kind resources
- program staff
- curriculum
- marketing
- partnerships
- transportation

EXAMPLE:

Inputs for Empowerment Now:

- Staff and volunteers with job training and education expertise
- Classroom space and equipment for vocational training
- Funding from grants and donations

Activities

Key Term:

Activity

Programming / what you do with your inputs

EXAMPLE:

Activities for Empowerment Now:

- Provide vocational training in culinary arts and welding
- Offer GED preparation and college readiness courses
- Provide counseling and support services
- Offer job placement assistance



Outputs

Key Term:

Output

The quantifiable outcomes from your activities

EXAMPLE:

Outputs for Empowerment Now:

- 200 individuals enroll in programs
- 150 individuals complete programs
- 100 individuals find employment after completing programs
- 100 individuals secure stable housing after completing programs



Outcomes

Key Term:

Outcome

Short-term changes that will be achieved

EXAMPLE:

Outcomes for Empowerment Now:

- Within 1 year, 50% of participants will report increased job skills and knowledge
- Within 1 year, 50% of participants will report increased confidence and self-efficacy
- Within 1 year, 50% of participants will report increased access to employment opportunities
- Within 1 year, 50% of participants will report increased access to stable housing



Impact

Key Term:

Impact

Long-term change that your work will create in your community

- Focuses on a specific expected program effect in reducing a problem
- Identifies a priority population to be served
- Is jargon-free, short, concise, and easily understood
- Frames outcomes in positive terms or in terms of a decrease in risk behavior/outcomes (avoids use of double negatives)
- Provides a framework for identifying strategies and objectives for achieving the goal(s)

EXAMPLE:

Impact for Empowerment Now:

- To reduce recidivism rates in Nashville
- To reduce rates of individuals experiencing homelessness in Nashville
- To increase economic stability for Empowerment Now program participants
- To increase self-sufficiency for Empowerment Now program participants

Thank you!