

GRANT SEEKING STRATEGIES

Ellen Jacks, ellen.jacks@wisc.edu

Grants Information Collection, go.wisc.edu/grants



LIBRARIES

University of Wisconsin-Madison

GRANTS INFORMATION COLLECTION

- Memorial Library Room 262
 - go.wisc.edu/grants
- Funding Information Network partner of Candid (Foundation Center and Guidestar)
- Candid
 - <https://candid.org/>
 - <https://learning.candid.org/>

COLLECTIONS AND COMPONENTS

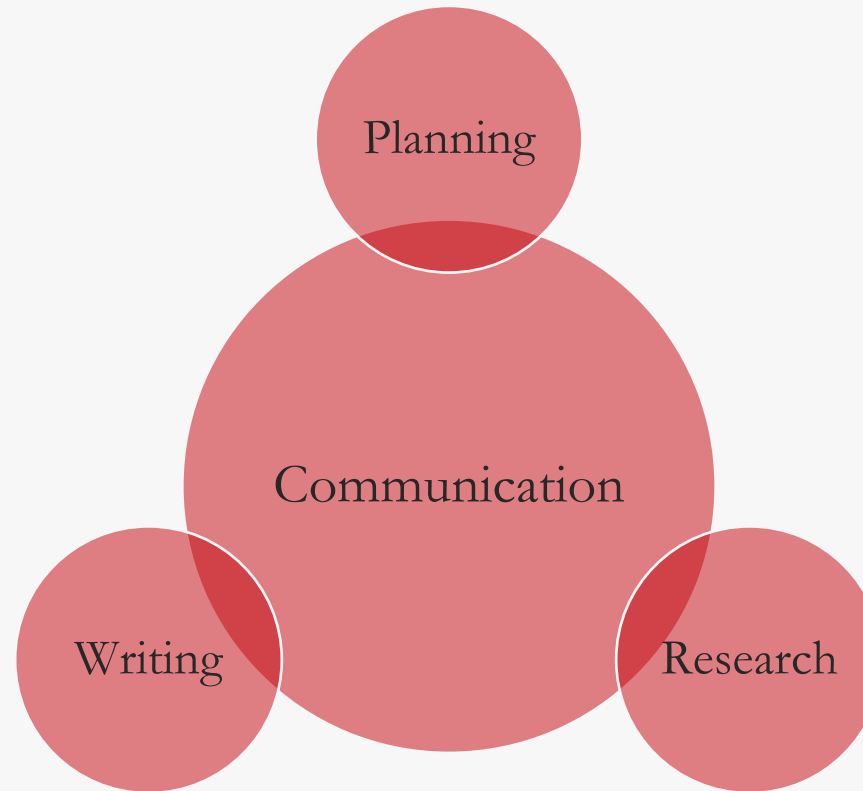
- Resources to identify relevant funders & available grants
 - Nonprofit Organizations (not businesses)
 - Individuals (i.e., researchers, students, prospective students, writers, artists)
- How to form a nonprofit organization
- Nonprofit management/best practices
- Proposal Writing
- Philanthropy in general

ACCESS TO MEMORIAL LIBRARY

- Day pass, once every seven days
- Extended day pass
 - Unlimited access to Memorial Library up to 3 month per year
 - go.wisc.edu/ResearchPass
- Community Borrowing Card
 - Unlimited access to Memorial Library and borrowing privileged for UW-Madison items
 - go.wisc.edu/BorrowCard



THE FUNDING PROCESS



PLANNING – YOUR NEEDS

- What are you trying to accomplish?
- In what stage of the project are you presently involved?
- How are you going to accomplish it?
- How long will it take you?
- Who will benefit from it?
- How much will you need?
- What types of support do you need?

PLANNING – POTENTIAL PARTNERS

- Topic/Subject
- Technique/approach/theory/school of thought
- Technology used
- Population/location studied
- Population groups to benefit
- Future applications of understanding, technology, etc.
- Outcomes (immediate and long-term)

CREDIBILITY

- Legal non-profit?
- Strong Leadership?
- Mission statement compatible with the funder's focus area?
- High quality programs that meet a real need in the community?
- Strong organizational and financial infrastructure?

RESEARCH – FIND THE MATCH

- Find the right match between your needs and a potential funding partner's mission and vision. Specifically:
 - Who funds in your area of interest and the population you serve?
 - Who funds in your geographic region?
 - Who will provide the type of support you need?

RESEARCH – TRACK RECORDS

- Past recipient
 - Funded organization similar to yours?
- Ask for an appropriate amount
 - Typical grant range?
- Check track records in Guidestar and the Foundation Directory Online



RESEARCH – APPROACH

- Connections from your network?
 - Board members
 - Key volunteers
 - Staff
- Let them facilitate the introduction and build the relationship yourself.

RESEARCH – FUNDING DATABASES

- Foundation Maps – **Memorial Library**
- Foundation Directory Online – **Memorial Library**

RESEARCH – FOUNDATION MAPS

- Organizational based applicants (i.e., not individuals)
- Data visualization tool
 - Shows grants based by recipient, funder, or area served
 - Area served is excellent for international work


The screenshot displays the search interface for the Foundation Maps tool. It features three main filter sections: 'SHOWING GRANTS BY' with a dropdown menu set to 'Area Served', 'LOCATION' with a text input 'Change location' and a search icon, and 'SUBJECT AREA' with a text input 'Add subject' and a search icon. A 'Browse all subjects' link is also present. Below these filters, a 'YOUR SELECTIONS' section shows 'Cameroon' and 'Women's services' as selected items, with 'Clear all' and 'Save' options.



RESEARCH – FOUNDATION DIRECTORY ONLINE

- 150,000+ funders
 - Search by geographic location, subject area, population served, and funding strategy
 - Detailed funder profile information

Describe what you are trying to fund: [Advanced Search & Filters](#)

Examples: Ballet school in New York City; Animal shelter in Portland, OR; Food pantry in Dallas

☒  Include U.S. Federal Funders

 **Search by Organization**  Search by Person

SEARCH

African Women's Development Fund eGrant Reporter

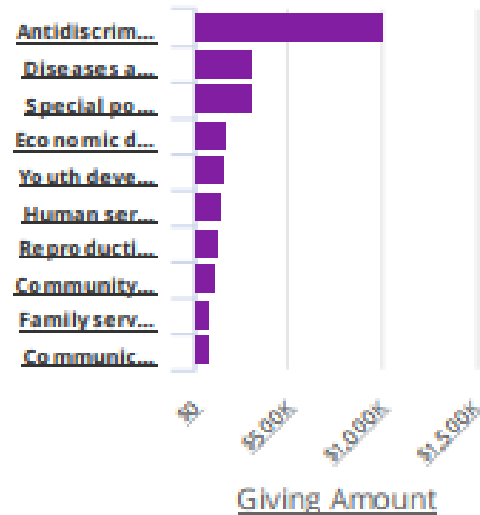
Accra, Ghana | awdf.org | 28 9669 666 | grants@awdf.org



African Women's Development Fund Most Recent 5 Years At A Glance

They've funded 418 grants to 327 organizations totaling \$5,459,750

What Is Being Funded?



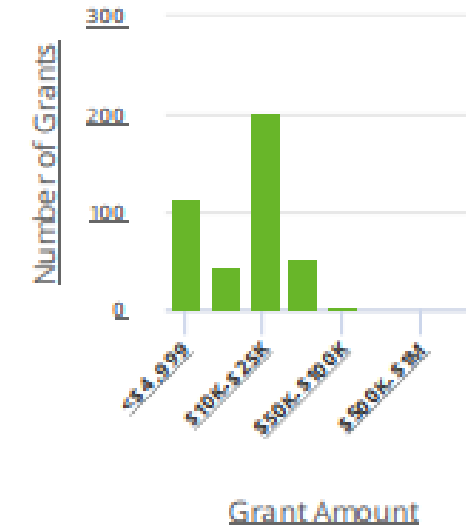
[View Each Subject with More Detail](#)

Where is the Money Going?



[View Each State with More Detail](#)

How Big are the Grants?



[View Each Grant with More Detail](#)

KNOW GRANTMAKER'S REQUIREMENTS

- Eligibility
- Most recent guidelines
- Formatting requirements
- Initial Contact:
 - Email?
 - Phone call?
 - Letter of Inquiry?
- Full Proposal? Or Own Application Form?
- Deadlines, follow-up, expectations, etc.

WRITING

- Common proposal elements
- What funders really want to know
 - Project description, evaluation
- Executive summary
- File formats

COMMON PROPOSAL ELEMENTS

- Cover letter and/or Personal Statement
- Abstract
- Narrative/Research Statement
 - Statement of Purpose
 - Objectives
 - Methodology
 - Evaluation
- Budget



WHAT FUNDERS REALLY WANT TO KNOW

- What specific need are you addressing?
- Who will benefit from your research or project?
- What evidence do you have to support this need?



WHAT FUNDERS REALLY WANT TO KNOW

- What are you trying to achieve?
 - Your outcomes should be measurable
- Goals
- Objectives
 - S(pecific)
 - M(easurable)
 - A(chievable)
 - R(ealistic)
 - T(imely)



WHAT FUNDERS REALLY WANT TO KNOW

- What are your strategies for making it happen?
- What is your specific plan of action?
 - Think of your proposal as an organizing plan.





WHAT FUNDERS REALLY WANT TO KNOW

- Evaluation
 - Specific program objectives in measurable terms
 - Identify key indicators of success
 - Outline data collection and analysis activities
 - Develop a timeline to monitor the success of the project on an ongoing basis

WHAT FUNDERS REALLY WANT TO KNOW

Why are you the best person to do this work?

- What makes you unique?
- Consider your background and research





CONCLUSION

Tailor your conclusion to speak to THIS particular funder's guidelines and interests



EXECUTIVE SUMMARY

How do I reduce everything to one page?

- Statement of purpose
- A brief description of your project including the goals and objectives
- Information about you
- And how much money you are asking for



FILE FORMATS

- Use PDF to retain formatting
- Clear and consistent file names
 - Name_Item.pdf
 - Jacks_Budget.pdf

Questions?



Ellen Jacks: ellen.jacks@wisc.edu

Appointments: Email or visit: <https://go.wisc.edu/grants> and
fill out the Contact form