

# BALTIMORE CITY --- PUBLIC SCHOOLS

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## Grant-writing ABCs

Office of Engagement

# Fundraising 101

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- It's all about who you know – and getting to know them if you don't already!
- Brevity is the soul of wit. This isn't college.
- Ask only those who are inclined to support you.
- Don't assume your donor expects to be the sole donor. They're happier being part of a crowd.
- Don't assume your donor knows anything about you. Practice your elevator speech.
- **MAKE SURE YOUR NUMBERS ADD UP.**

# People to Know

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- Your school's alumni association
- Businesses in your school's community
- Churches in your school's community
- Baltimore businesses
- Baltimore foundations
- People who care about you or your work
- Giving circles
- Organizations doing similar work

# Small Fundraising

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- City Schools Inside – posts grant opportunities
- Donors Choose [www.donorschoose.org](http://www.donorschoose.org)
- Personal asks to your immediate circle
- Mailings, snail and e-
- Crowd-sourcing (Facebook, etc.)
- Events (bake sales for bombers, silent auction, etc.)
- Percentage sign-ups (grocery store points, recycling ink cartridges, pub crawl, box tops, etc.)

# Big Fundraising

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- Big Business (you know about Under Armour, but did you know the founder of GoDaddy.com is from Baltimore?)
- Big Partnerships (UMD, JHU, EBDI...)
- Big Foundations, local and national
  - Abell
  - Casey
  - Goldseker
  - Strauss
  - Weinberg
  - Baltimore Community Foundation
  - Family foundations

# Why People Get Involved

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(Notice that the title of this slide isn't "Why People Give!") They may...

- ...care about the issue.
- ...care about you.
- ...be working for something that affects them directly.
- ...be working against something.

Your fundraising may target any or all of the above.

# Your basic ask



- Cover letter
- Project Narrative
- Finances
- 501(c)3 information

# Cover Letter

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- Writing quality counts. If the recipient is fancy enough to require a cover letter, the reader is going to care about commas and run-on dependent clauses.
- Quality is not the same thing as length. Brevity is the soul of wit. Be direct. K.I.S.S. Don't be repetitive like this bullet point.
- Sometimes this is called an executive summary. It includes a greeting that may reference personal connections you have, a summary of the project, what you are asking for help with, and expected outcomes.
- One page only.



# Project Narrative

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- Project Narrative (detail of request) - no more than 6 pages for an average application
  - Organizational History/Mission (2 paragraphs)
  - Purpose for the Request (2-3 paragraphs)
  - Description of Project (1/2-2 pages)
  - Anticipated Results/How Measured (2 paragraphs)
  - Organizational Capacity (1-2 pages)

# Finances

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*(make sure income and expenses balance to zero)*

- ✓ Project Budget (1 page)
- ✓ Anticipated Income (all sources)
- ✓ Anticipated Expenses (salaries, materials, indirect cost such as % of phone or mail, etc.)
- ✓ Organizational Budget (1 page that should note the date of your last audit. 3 columns: last fiscal year, current year, next year)
- ✓ Earned Income
- ✓ Contributed Income

# Non-profit Information

- A 501(c)3 organization is one that is considered tax-exempt under the 501(c)3 section of the Internal Revenue Code. Organizations considered 501(c)3 are not-for-profit organizations, which have a charitable purpose.
- If your school or organization is a 501(c)3, you should have your
  - board list
  - Audit
  - 501(c)(3) letter (not related to the state-issued tax-exempt ID number. That's the number you use when you buy classroom supplies and don't pay tax.)

# Other Resources For When You Have Unlimited Time

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- Several Baltimore funders use the ABAG Common Grant Application (Association of Baltimore Area Grantmakers)  
<http://www.abagrantmakers.org/>
- [www.foundationcenter.org](http://www.foundationcenter.org) (find funders →request for proposals→click on ‘request for proposals’ in first paragraph →“browse by subject” on the right side of the page)
- ExpandedED keeps this handy list of opportunities for its schools:  
<http://www.expandedschools.org/get-started/funding#sthash.iLVx8lkd.dpbs>

# QUESTIONS?

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*Call City Schools*

443-984-2000