Grant-writing ABCs

Office of Engagement
Fundraising 101

• 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

- 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

- City Schools Inside – posts grant opportunities
- Donors Choose 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

- 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
(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
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 (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

(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

- Several Baltimore funders use the ABAG Common Grant Application (Association of Baltimore Area Grantmakers)
  http://www.abagrantmakers.org/

- 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)

- ExpandED keeps this handy list of opportunities for its schools:
  http://www.expandedschools.org/get-started/funding#sthash.iLVx8lkd.dpbs
QUESTIONS?

Call City Schools

443-984-2000