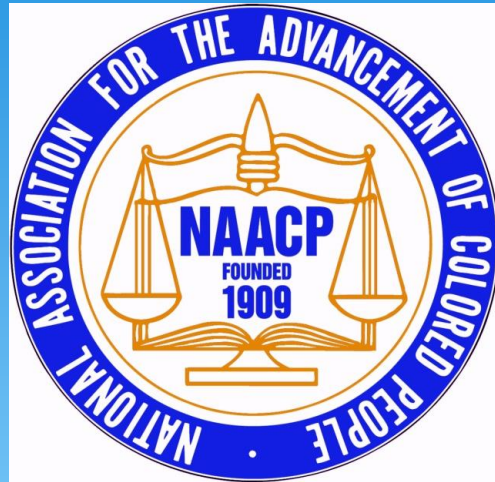


# NAACP



## Fundraising Criteria, Pitfalls & Hints for Success

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# What to Expect

- \* What is a Foundation?
- \* Get Organized
- \* Research Funders
- \* Cultivate Relationships with Funders
- \* Application Process
- \* Proposal Materials
- \* Accountability to Funders

# What is a Foundation?

## Foundations

- \* Nonprofit organizations that do not publically raise funds in order to award grants
  - \* Independent
  - \* Company Sponsored
  - \* Operating

## Public Charities

- \* Raise funds from many public sources in order to award grants

# Assessment

- \* Assess what funding support you already have
- \* Identify what programs you want to fund
- \* Identify amount of funds needed for each program
- \* Identify when you need funds for each project



# Grant Resources



- \* Donors you already know
- \* Foundation Center Online Directory - Free
- \* Grant Space.org- Free
- \* 990s
- \* Sponsor list in event programs

# Research Funders

## Develop Targeted Prospect List

- \* Issues
- \* Geographic Area
- \* Types of Support Funded
- \* Fine tune list of prospects
- \* Types of Organizations Funded
- \* Amount Typically Awarded
- \* Board/Staff/Program Officer Lists
- \* Deadlines
- \* Email Lists To Join/RFP Announcements



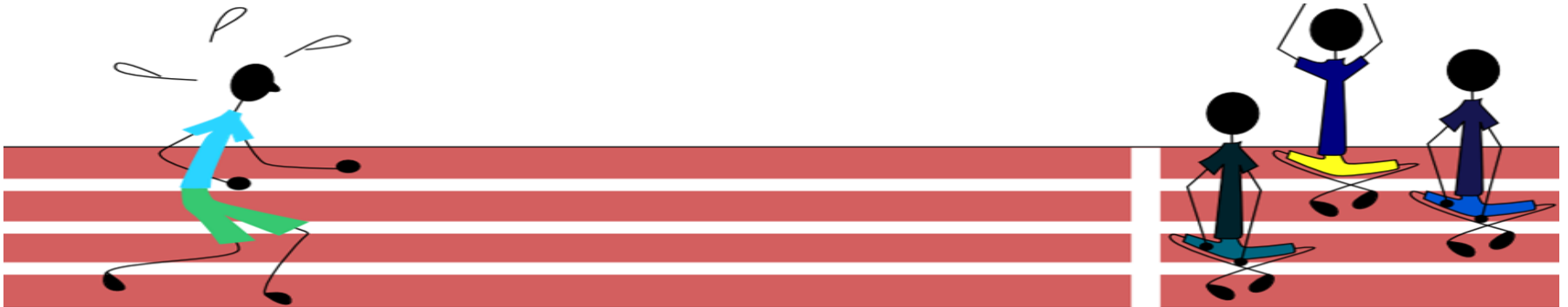
# Cultivate Relationships with Funders

Goal – Keep your unit on the funder's radar

- \* Have someone introduce you to funders
- \* Ask smart questions for info not provided on website
- \* Don't wait until the last minute
- \* Manage grants responsibly
- \* Invite funders to key major events
- \* Email/mail periodic key updates – Don't spam funders

# Application Process

- \* Always confirm the application process by directly consulting the funder's website
  - \* Deadlines
  - \* Size of Awards
  - \* LOI, Proposal or Specific Set of Questions
  - \* Guidelines for contacting the funder





# Proposal Materials

- \* Organization Mission
- \* Organization History
- \* Goals/Objectives
- \* Summary of Project
- \* Specific issue(s) addressed
- \* Tactics used to address issue(s)
- \* Project impact on issue(s)
- \* Organization's Expertise
- \* Evaluation Method
- \* Executive Committee & Key Volunteer/Staff Bios
- \* Financials

# After Submitting Proposal

- \* Ensure Receipt of Proposal
- \* Other Reasons to Follow Up
  - \* Leadership Changes
  - \* Updated Financial Information
  - \* Additional Supporters

# Congrats You Got the Grant!

## Accountability

- \* Receive award letter specifying the terms and conditions
- \* Establish accounting system, even if it's excel
- \* Spend funds on intended purpose only
- \* Submit grant reports on time



# Grant Request Declined

- \* #1 Reason – Not the right mission match
- \* Not a good time
- \* Incomplete application
- \* Express appreciation and find out reason for decline



# Summary

- \* Take stock of what funds & donor relationships you have & need
- \* Research & develop targeted prospect list
- \* Confirm the application process
- \* Prepare proposal materials
- \* Manage the grant responsibly
  - \* Establish accounting systems and Submit grant reports on time
- \* Determine reason for declines
- \* Develop professional relationships with the funders

# Thank You

- \* **Questions**
- \* **Sign-in Sheet**
- \* **Evaluation Forms**
- \* **Trainings via Conf Call**

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