What You Should Know About Fundraising From Large Funding Sources
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This fact sheet is for the use of the many nonprofit agency volunteers that have requested basic information on fundraising. This information is targeted at beginning fundraisers and is general in scope. Fundraising references are provided to assist the reader with obtaining more detailed information.

Initial Strategies for Successful Grant Funding for Programs

1. Determine where the dollars for funding need to come from (marketing, corporate giving, foundations, major giving, telemarketing, mail campaign, and/or membership campaign).

2. Request funding guidelines and annual reports from corporations, foundations, businesses, and government agencies to determine if they fund similar projects.

3. Communicate with the decision makers, program officers, and corporate giving officer to discuss program ideas before submitting the grant request.

4. Know what information is required by the funder and the deadline for the grant submission before submitting a request for funding.

5. Make sure all information required by the funder is included.

6. Collaborate with other organizations where possible to enhance your programs and the probability for funding.

7. Write a well-written proposal or grant request letter and limit it to the granting agencies request.

8. If you are a new organization or it is your first time requesting funding, explain in detail the staff’s ability to administer a successful program and what is currently being done in the community to solve the problem.

9. If your organization has internal clearance before approaching funders, make sure you follow the procedure.

The Advantages to Collaboration

- Funders like to sponsor more than one organization in a grant proposal

- Collaboration gives an organization access to the expertise of individuals from other organizations

- An organization has a better chance to get funding by collaborating

Evaluation Review Questions

(Winning Grants Step By Step/Preparing the Evaluation Component, Mim Carlson, Jossey-Bass Publishers, San Francisco, Copyright 1995.)
• Does the evaluation section focus on assessing the projected results?
• Does your evaluation assess the efficiency of program methods?
• Does the evaluation describe who will be evaluated and/or what will be measured?
• Does your evaluation section state what information will be collected in the evaluation process?
• Does the evaluation state who will be responsible for making the assessments?
• Does the evaluation section discuss how the information and conclusions will be used to improve the program?

**General Information Required by Most Funders**

• Legal name of organization
• IRS Exempt Tax Number
• Address, city, state, and zip code
• Name of key staff members/title
• Contact person(s)
• Description of the organization
• Classification of nonprofit status
• Amount of funding requested

• Detailed project budget that explains what will happen if you don't get full funding
• Key individuals who will administer the project
• Geographic and populations served. Signature of president of the board or top staff official on the application or request letter

**Additional Attachments to Include in the Grant Request**

• Background and resumes on all staff responsible for carrying out the projects
• List of board of directors and their professional affiliations
• Annual budget of the organization
• List of last years' funders, what they funded, and the amount they funded
• List of any volunteers from the organization that you are seeking funding that work with your program
• News articles, published information, video tapes, etc., that provide information on your organization’s programs

**List of Resources (Organization Publications) that Can Assist Fundraisers with Their Funding Research**

- Corporate/foundation publications
- Grantsmanship magazines/directories
- Fundraising Web Sites
- The American Benefactor, NY Contributions (a bimonthly publication), Foundation Grants Index Bimonthly publication
- University of Illinois Fund Raising School (has offices in San Francisco)
- Newspaper articles
- TV news features
- National Society of Fund Raising Executives local chapters, seminars and conferences

• Make checks payable to...
• What project does your organization wish them to fund?
Additional References on Corporations

Standard and Poor's
Moody's Americas Corporate Families, NY, Dun and Bradstreet
Annual reports/Corporate foundation reports

Fundraising Schools

The Fund Raising School, Indiana University
Center on Philanthropy, Indianapolis, IN
College of Professional Studies Institute for Non-Profit Organizations, San Francisco, CA

Where to Seek Funding

Corporations

Contribution Departments:

Usually funds a limited amount of local programs

Best used for smaller grants

Generally has limited resources

Executive Officers Discretionary Budget:

• For use at the discretion of the executive

• To access, one needs to develop a relationship with the executive

• Usually limited funds

Corporate Marketing Departments:

• Generally has a very large pool of money

• Interested in "Cause Related Marketing," which a corporation increases consumer sales through the promotion of a product or service where they advertise that a portion of the revenues will be given to a nonprofit organization if a consumer purchases their product (usually targeted at a regional or national nonprofit)

Corporate Foundations:

• Generally, the foundation has a larger pool of money

• Usually, the foundation is very specific as to what projects and locations they will fund

• More competition from nonprofit organizations to get funding

Foundations

• Small to very large pools of money

• Usually very specific as to what projects and locations they fund

• Relatively easy to make direct contact with a program officer of the foundation

• Sometimes the smaller foundations discourage personal contact

• Generally very specific on what they fund

• Need to check with foundations yearly to find out what they are funding

Businesses

• New businesses moving into the area are a target for new funding streams

Sometimes easier to get products or equipment rather than cash

• Usually have small budgets for funding projects
• Important to develop personal relationships with officers of the company to access donations of money, products or services

Government Grants
• Funds small to very large grants
• Organizations can seek support for funding from government officials
• Very specific funding guidelines
• Applications and all requested attachments must be very complete
• Usually long application process
• Very competitive

Major Donors
• Individual donors give the largest amount of money of total dollars given to charitable giving
• This group represents a donation of approximately 90 cents on every dollar donated each year
• It takes time and energy to develop relationships to get significant donations
• Some type of recognition should be given to the donor for a major gift
• For small development staffs, it's difficult to dedicate a staff person for donor cultivation

Other Funding Sources/Methods

Mail Solicitation
• Expensive
• Best used with established donors for upgrading and renewal campaigns
• Usually small return for dollars expended when soliciting new donors

Telephone Solicitation
• More cost effective when volunteers are used to contact donors or potential donors
• An effective way of getting information from donors regarding their perceptions about your organization
• Best used with lapsed donors or when renewing and upgrading donors

Special Events
• Usually very expensive
• Unless events are underwritten, it's generally difficult to raise large amounts of money
• Primarily used to develop friends of the organization rather than raising large amounts of money

Percentages of Where Nonprofit Funding Comes from in the U. S.

75 % Individuals; 5% Corporations; 13% Foundations; Other 7%

(Giving USA Foundation, 2008.) total giving: 307.65 Billion Dollars

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