

The Sustainable Materials Management Webinar Series

How to Sell (Propose) your Organization to Foundations,
Corporations, and Other Non-recycling Funding Sources

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Presenter:

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Louis Pasteur

“Chance favors only the prepared mind.”



Why Proposals Matter

“Thunder is good, thunder is impressive, but it is the lightning that does the work.”

~Mark Twain

Necessary Reality

- Cannot receive money without a formal, written proposal: tangible evidence of abilities to meet a funder's needs and requirements, manage a project, and produce results
- Must touch heart and mind of a funder by means of the right solution to a serious problem
- Must make effective decisions with regard to your idea, accuracy of your information, and credibility of your plan

Dispelling Common Myths

“The pessimist sees difficulty in every opportunity.

The optimist sees the opportunity in every difficulty.”

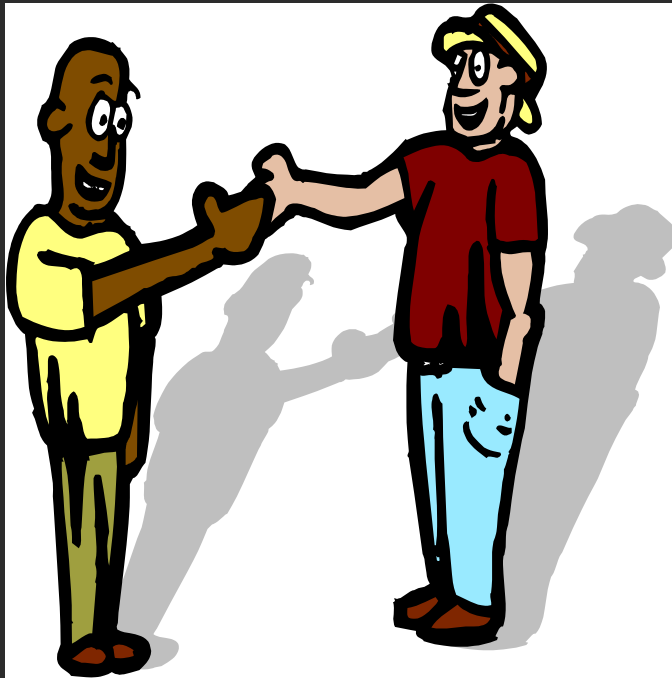
~Winston Churchill

Myth #1:

- Due to Uncertainty in Global and U.S. Markets and in the New Policy Directions of the Trump Administration, grant awards may be limited in 2017



Myth #2:



- You must have a long-term relationship with a funder to get a grant or sponsorship

Myth #3:

- Successful proposal writing depends on an overly scholarly style

Myth #4:

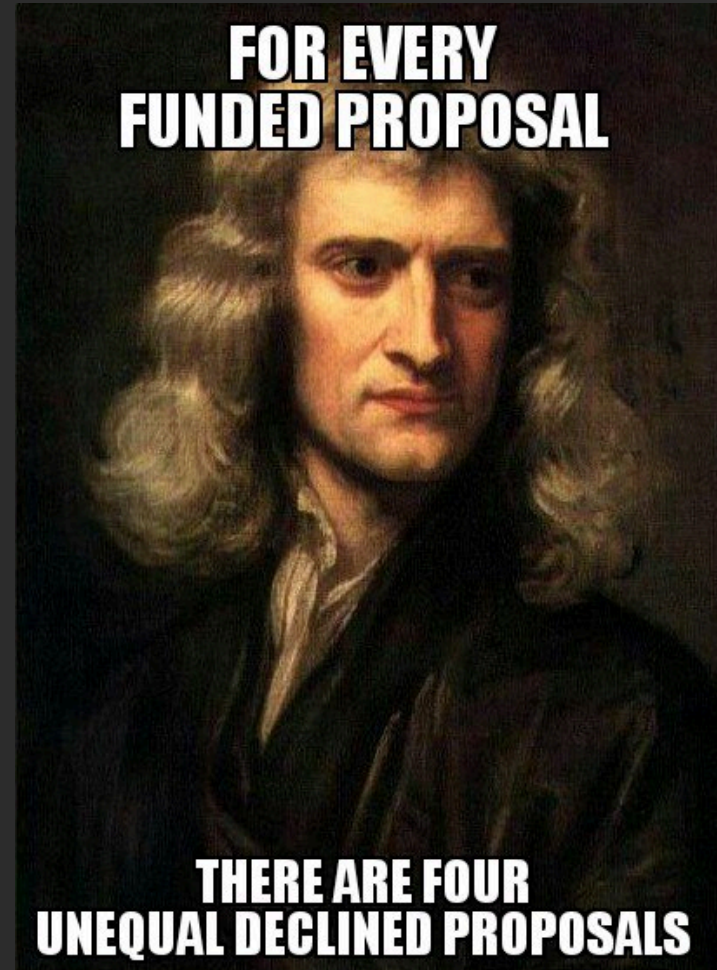
- Collaboration reduces work and time spent on a proposal



"Well, partner, we're either going to be the greatest team ever to hit town or we're going to end up killing each other."

Myth #5:

- Grants are awarded to organizations that have the greatest need



Myth #6

- Grant makers are eager to read about your organization and what you're proposing



Common Barriers to Persuading or Selling your Organization to Funders

- Insufficient understanding of current funding trends
- Inadequate appreciation of funder's priorities or self-image
- Failing to validate funder's information

Common Barriers

- Ineffective organization and staffing approaches to proposal process
- Problematic analysis of data to support reasons for writing proposal
- Lack of attention to quality assurance

Common Barriers

- Vague organization description-poor self-assessment
- Defining the wrong problem
- Questionable solution
- Superficial or weak hypotheses (research project)

Common Barriers

- Irrelevant facts
- Critical information missing regarding significance
- Overly ambitious work or study plan
- Failure to use questions to develop and shape proposal content

Common Barriers

- Lackluster diction
- Unrealistic budget
- Cluttered appearance
- Poor marketing strategy



Challenges of Grant Seeking

“To see far is one thing: going there is another.”

~ Brancusi

NOW WHAT???



"Just how fresh are these insights?"

- Conceiving and prioritizing projects that solve real problems

Challenges of Grant Seeking

- Assessing competition and devising strategy to beat that competition

Challenges of Grant Seeking

- Identifying realistic and measurable outcomes of proposed project

Challenges of Grant Seeking

- Expressing unique relationship of your project to Big Picture

Challenges of Grant Seeking

- Organizing and managing a proposal development and writing process to meet grant maker's requirements and deadlines

Shaping the Right Idea

***“The answers you get depend upon
the questions you ask.”***

~ Thomas Kuhn

Generating a competitive and innovative project

(Da Vinci Exercise)

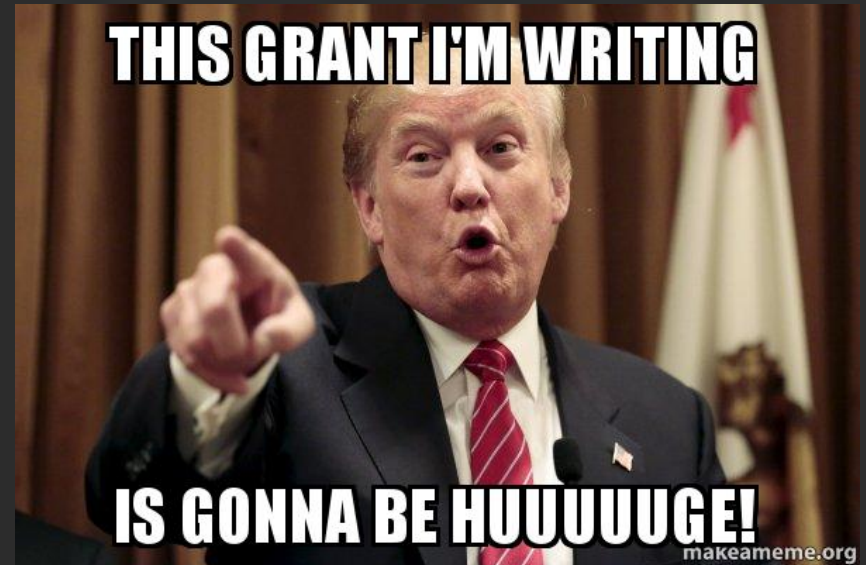
1. First, write project purpose from your point of view.
2. Next, write project purpose from perspectives of at least two other people who are close to or involved in the idea.
3. Rewrite purpose statement to correspond to mission of the grant-seeking organization and potential grant maker.
4. Synthesize different perspectives into one all-inclusive purpose statement.

Shaping the right project:

- Why does project meet current priorities of the grant maker and your organization?

Shaping the right project:

- Why is the project necessarily innovative or surprising?



Shaping the right project:

- How does your project help solve current and important problem(s)?

Shaping the right project:

- Why is your project truly significant?
- Does it elicit real emotions?

Shaping the right project:

- What short-term and long-term benefits does your project offer?

Shaping the right project:

- How practical is your project?
Why?

Shaping the right project:



- What will be the stories and events created by your project?

Identify key and distinctive factors about your organization

- Mission/Vision
- Challenges
- Strategic Direction
- Leadership
- Community Perception (online and offline)
- Resources/Experience
- Unfair Advantage
- Impact/Accomplishments

Finding Funders in 2017



"By God, gentlemen, I believe we've found it—the Fountain of Funding!"

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Types of Grant Makers

- Government Agencies
- Independent Foundations
- Operating Foundations
- Special Purpose Foundations
- Community Foundations
- Corporations; Unions
- Civic Organizations
- Family Foundations

Types of Grants

- Project grant
- General operating grant
- Capital or endowment grant
- Restricted grant
- General purpose grant
- Start-up funds or seed money
- Challenge/Matching grant

Additional Types of Grants

- Re-grant program
- Special projects
- Research
- Capacity-building
- In-kind contribution or service
- Technical assistance
- Fellowships
- Awards and prizes



Grant-Seeking Resources

○ www.foundationcenter.org -- Foundation Center--Directory of private philanthropic and grant making foundations.

○ www.cof.org -- Council on Foundations--Membership organization serving grant makers, family foundations, corporate giving programs and international grant makers.

○ www.grantadvisor.com -- Since 1983, The Grant Advisor newsletter has been a leading source of information on grant, research, and fellowship opportunities for U.S. institutions of higher education and their faculty.

Grant-Seeking Resources

- www.grantstation.com --FEE-BASED--Site provides members the most current and in-depth research on all types of funders, educational guides, fundraising trends, and networking opportunities.
- www.fundsnet services.com--Great comprehensive website, tips to finding grant makers, links to funder sites and resources for grant writers.
- www.infotoday.com--Publisher of *Information Today*, as well as other periodicals, books, directories, and online products; and is the organizer of Computers in Libraries, Streaming Media, Enterprise Search Summit, and other prestigious conferences and exhibitions for the library, information & knowledge management communities.

Federal Gov't Resources for Grants

- ✓ **www.grants.gov** -- Federal website with one-stop access to all online U.S. government resources for grants.
- ✓ **www.cfda.gov** -- A government-wide compendium of Federal programs, projects, services, and activities which provide assistance or benefits to the American public.
- ✓ **http://www.house.gov/ffr/resources_all.shtml** -- A listing of sources of information for researching grants, procurement, and other resources.
- ✓ **www.federalregister.gov** -- The Federal Register is the official daily publication for Rules, Proposed Rules, and Notices of Federal agencies and organizations, as well as Executive Orders and other Presidential Documents.
- ✓ **www.usa.gov** -- The U.S. government's official web portal for the public to get U.S. government information and services on the web.

Corporate Foundation Funding: Search Sites

- Hoover's Online: www.hoovers.com
- Thomas Register: www.thomasnet.com
- Corporate Information:
www.corporateinformation.com
- Securities and Exchange Commission:
www.sec.gov
- State Corporate Records Files: www.xx.gov

Grant-Seeking Resources

- www.grantselect.com --

An online database of funding opportunities such as grants (for programs, projects, planning, start-up, endowments, technical assistance, facilities and equipment, etc.), awards, and fellowships.



Grant-Seeking Resources

- **www.researchfunding.duke.edu/search-results** -- This Duke University Office of Research Support site provides an extensive, on-line database of funding opportunities as a resource for the entire Duke University research community.
- **www.amphilsoc.org/grants/franklin** -- The Franklin grant program is particularly designed to help meet costs of travel to libraries and archives for research purposes; the purchase of microfilm, photocopies, or equivalent research materials; the costs associated with fieldwork; or laboratory research expenses.

Grant-Seeking Resources

○ www.guidestar.org -- Subscription-based
GuideStar offers basic, in-depth, and customized data services on more than 1 million U.S. nonprofits and thousands of foundations.

○ www.philanthropy.com -- Subscription-based
online/newspaper of the nonprofit world. Its Guide to Grants offers a database of all foundations and corporate grants listed in the *Chronicle of Philanthropy*.

Blogs: Grants Research

- Keep up to date on trends and changes
- Find new opportunities
- Share opinions
- Many blogs specific to particular interest areas or disciplines



Blog Examples:

- New Voices of Philanthropy – www.tristaharris.org Maintained by Trista Harris, nationally known as a passionate advocate for new leaders in philanthropic and nonprofit sectors.
- Nonprofits Assistance Fund – www.nonprofitsassistancefund.org/blog Interesting and informative blog focused on “helping nonprofits thrive.”
- Smart Givers Blog – www.smartgivers.org From the Charities Review Council --covers accountability and management.
- PhilanTopic – www.pndblog.typepad.com/pndblog
A blog of opinion and commentary from Philanthropy News Digest. Good source of news, trends and information on the industry.

Profiling Grant Makers

- History/Current Priorities?
- Public Image (e.g. Web site)
- Total Assets?
- Limitations?
- Average Grant Award?
- Awardees?
- Management and Program Officers?
- Leadership-Belief System
- Press Releases/Media Stories/Social Media?

Understanding Grant Makers

- They may know little or nothing about your project/program area
- Grant makers are busy, normal people
- The last thing they want to see is a wordy, boring proposal

Tip of the Day: Use that Understanding to Promote your Organization

- UTILIZE Google Grants for Nonprofits
 - FREE ADVERTISING THROUGH GOOGLE (puts you on top of search engine) – one of best kept nonprofit secrets!
 - Be Specific – basic requests like “Recycling” cannot be used with Google Grant but phrases like “how can I help clean up Los Angeles” work so brainstorm several phrases and keywords that could relay back to your organization to be used with Google Grant Ads!

Defining the Real Need or Problem

- Determine if there is a real need or problem; convey reasons why it hasn't been addressed
- Supported by statistics, anecdotes and statements from authorities
- Identify consequences if nothing is done---tales of woe
- Prove need or problem relates to grant maker and to mission of your organization

Proposal Development: Project Plan and Design

*“Converting a
decision into action
requires answering
several distinct
questions...”*

~Peter F. Drucker



Justifying your Plan

- Indicate rationale or theoretical basis for effectiveness of your specific plan; provide evidence of best practices to justify use of time and resources to meet plan's goals and objectives

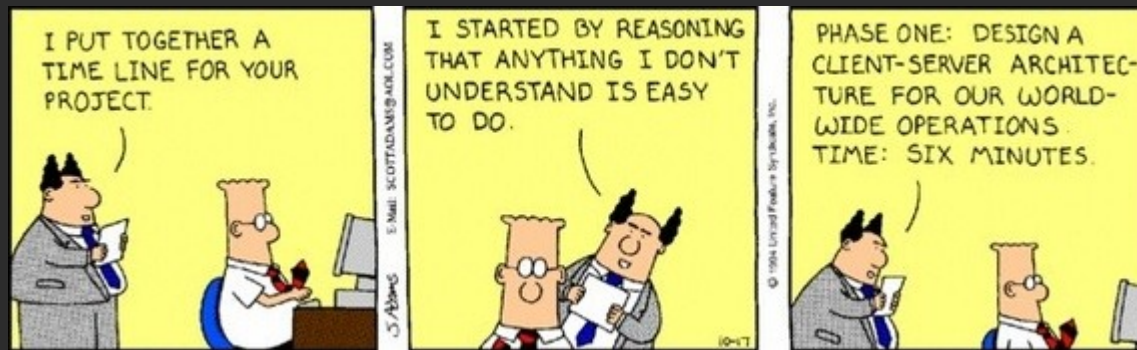
Framing your Plan



- Link each objective to project methods and activities (how)

Explaining your Work Plan

- Use short tables, diagrams, charts and other visual displays to ensure plan is clear and logical; helps answer grant maker's questions about process for achieving goals and objectives, strategies and timetable



Work Plan

- Identify who is going to do work and why they are qualified



Work Plan

- Describe timeline, place and resource commitments that will actualize an effective project



Work Plan

- Discuss plan's challenges and external pressures and how they will be addressed

Work Plan

- Describe how plan's effectiveness will be communicated to grant maker and project/program constituents and stakeholders

Evaluating your Plan

*“You got to be careful if you don’t
know where you’re going,
because you might not get there.”*

~Yogi Berra

Maximizing your clarity

The Linguistics Golden Rule:

*“Send unto others what you
would like to receive yourself.”*

~Tom Sant

Persuasive Business Proposals

Proposal Writing Resources

- Purdue University 's [Online Writing Lab](#) offers a wide assortment of writing tutorials, information, and guidelines. In the section titled “Professional, Technical, and Job Search Writing,” most of the subsections referring to “Business Writing” apply directly to the type of writing that makes a grant inquiry or proposal attractive and effective.
- The government website [Plainlanguage.gov](#) is also a valuable resource for streamlining your writing. The website offers tools (such as quick reference pages and thesauruses), numerous examples and explanations, discussions of how to use plain language in difference contexts (such as law, government, and the private sector), and links to other resources. For amusement purposes, check out “Humor” in the “Examples” section.

Proposal Writing Mindset

- Think of argumentative speech: look at the issue from every perspective and anticipate “why” and “how” questions
- Think of journalism: concise, clear, interesting, simple
- Think of business writing: to the point, logical, important points stand out
- Do not fear failure!

Inspiration

- Don't worry about trying to be better than someone else. Always try to be the very best you can be. Learn from others, yes. But don't just try to be better than they are. You have no control over that. Instead try, and try very hard, to be the best you can be. That you have control over.

~**John Wooden, legendary**
UCLA basketball coach

Keeping your sanity

- Make sure to develop a systematic, workable process that deals successfully with any and all proposal requirements
- Seize every opportunity to master the craft of grant writing
- Good Luck!

Thank you to the National
Recycling Coalition &
Pennsylvania Recycling Markets
Center!

For questions or comments please feel free to contact me:

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QUESTIONS?

PLEASE USE THE GO TO WEBINAR DIALOGUE BOX

