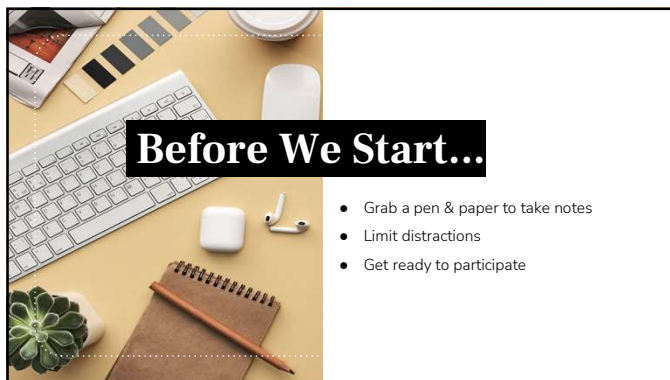




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# Hello!

**I am Lesa-Kaye (she/her/hers)**

- Grant Professional Certified (GPC)
- Nationally Approved Grant Trainer
- Grant Strategist
- Lover of all things grants

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## What We'll Cover Today

- Quick Recap of The Grants Process
- Overview of the framework for finding the right funders
  - The different types of funders and grants
  - How and where to find grant funders
  - How to prepare for and conduct funding research
  - How to determine if a funder is a fit for your nonprofit
- Discussion & Q&A



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## How To "Get" Grants

- A grant is a sum of money given by an organization or government agency for a particular purpose
- A grant is awarded (won) as a result of a grant proposal (also referred to as an application)
- Competitive application process and only eligible organizations can apply
- Application process, deadlines, requirements, and eligibility is determined by "who" is giving the grant



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## Who Gives Grants?

### Types of grantmakers or funders:

- Government
  - Federal government agencies
  - State government agencies
  - Local government agencies
- Foundations
  - Private Foundations
  - Corporate Foundations
  - Family Foundations
  - Community Foundations
- Corporations (through the corporation itself)
- Faith-based organizations
- Civic Groups



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## Different Types Of Grants



- General operating support
- Program
- Research
- Training
- Planning
- Capital building and improvements
- Events (not fundraisers)
- Conferences and meetings
- In-kind services/products

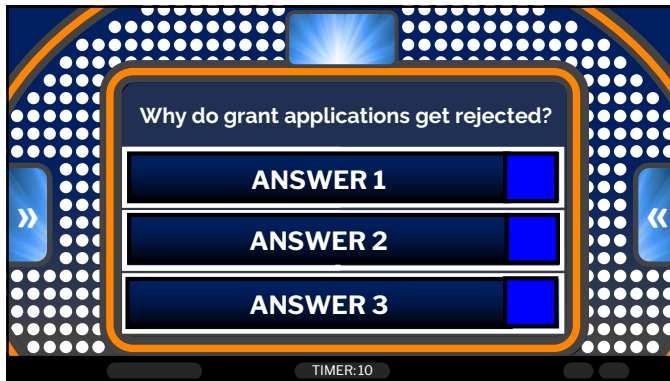
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START GAME

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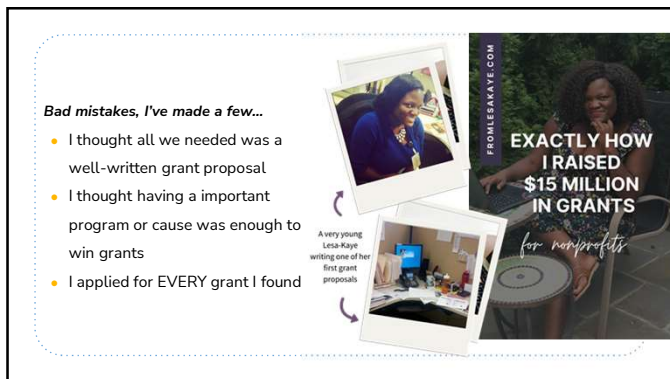
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The solution  
**Grant success is 80% planning  
 and 20% writing**

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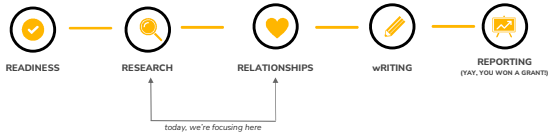
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You need a plan for every stage of the process

## The Stages Of The Grants Process



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## Getting Started with Your Grant Research

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### The Key Decisions

- Decision #1: What are your nonprofit's funding priorities? What type and how much funding is needed to support these priorities?
- Decision #2: What keywords will you choose to guide your search?
- Decision #3: What methods and tools will you use to schedule and start your search?



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#### Decision # 1

What are your nonprofit's funding priorities?  
What type and how much funding is needed to support these priorities?

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#### DECISION #1

What are your nonprofit's funding priorities? What type and how much funding is needed to support these priorities?

- Identify the funding priorities and needs of your nonprofit and community
- Connect the dots between your community's needs, your nonprofit's mission, and the funder's interests



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A quick word of advice from Lesa-Kaye

**Grants cannot start, save, or sustain an organization.**

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## DECISION #2

**What keywords will you use to guide your search?**

### What's are keywords and why are they important?

- a word or concept of great significance
- Grant search with the right keywords helps you find the match between your nonprofit's priorities and the funder interests



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## DECISION #2

## How to pick keywords to power your grant search

**Step 1a -Ask your organization's staff, board members, key volunteers, and community partners, what words best describe the priorities identified from decision #1.**

**Step 1b - Pick at least 1-2 keywords for each of the following categories:**

- Subject
- Community/Population served
- Geographic location
- Type of funding support.

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A quick word about keywords from Lesa-Kaye

**Let your keywords be your guide but also try different combinations and variations**

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### Decision # 3

What methods and tools will you use to schedule and start your search?

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### DECISION #3

#### Free Tools

- ✓ Cost! (hello, \$free.99!)
- ✗ Information gaps
- ✗ Dedicate time to review research information from various sources
- ✗ Limits proactive planning



#### Paid Tools

- ✓ Easier to search and review results
- ✗ Cost
- ✗ Dedicate time to sort through a large amount of information
- ✗ Learning curve

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**DECISION #3**

### What methods and tools will you use to schedule and start your search?

**Methods**

- Do-It-Yourself (DIY) or hire a grant professional as a consultant
- When will you conduct your initial grant research?
- How often (i.e. weekly, monthly, etc.) will you conduct grant research afterwards?



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### Pick Your Search Tools

- Paid online search databases
  - Instrumental
  - Foundation Directory Online
  - Grant Station
- Free ways to find grants...



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### Free Places To Find Grants

1. Industry Email Newsletters
2. Retailers, Brands, Corporations
3. Google is Your Friend (most of the time)
4. Candid's Foundation Directory Online Quick Start
  - Access for free at your local library
5. Grants.gov (federal grants only)
6. Office for Community Affairs, Grants, Contracts, Procurement or specific Departments, Agencies (state, county, city grants)



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A quick word of advice from Lesa-Kaye

**If it's not scheduled, it won't happen.**

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**BONUS**

How to determine if a funder is a fit for your nonprofit

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**When you know the WHY  
You know the WAY**

Michael Hyatt, rephrased by Lesa-Kaye

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## Why Do Funders Give Grants?

- Philanthropic benefits (i.e. tax breaks)
- Alignment with business mission, values
- Personal passions
- A way to implement public policy
- Publicity

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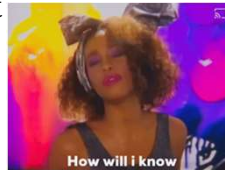
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## It's All About The Right Fit

- **Priorities Align:** goals, values, priorities and motivations
- **Expectations Align:** geographic location, population/community served, topic area
- **On the same page:** type of grant and use of funding
- **Timeline:** deadlines and award dates fit with your program and/or project schedule



*TIP: grants are a partnership between you and the funder*

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## Lesakaye Search Tips

- If it's not scheduled, it won't happen
- Be clear on what you are looking for
- Let your keywords be your guide but also try different combinations and variations
- Start with very narrow search requirements
- Adjust and be more flexible, if you don't get the results that you want
- Stick to your non-negotiables and values



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## Lesakaye's Favorite Resources

- Grant Search and Information Databases
  - Grant Station (*paid subscription*)
  - Foundation Directory Online (*paid subscription*)
  - Candid PND RFP Alerts
  - Grants.gov (*federal grants only and it's FREE !*)
  - Candid 990 Finder
  - Council on Foundations Community Foundation Locator
- Some of my popular resources and articles via email newsletter at fromlesakaye.com
  - Blog Post: [10 FREE Ways to Find Grants for Your Nonprofit](#)
  - Blog Post: [What Dating Taught Me About Finding and Winning Grants For Nonprofits](#)

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## How I Can Support You

01  
ONLINE PROGRAMS

Basics &amp; Beyond

02  
WORK WITH ME

Clarity Sessions

03  
GROUP TRAININGS

Live Learning

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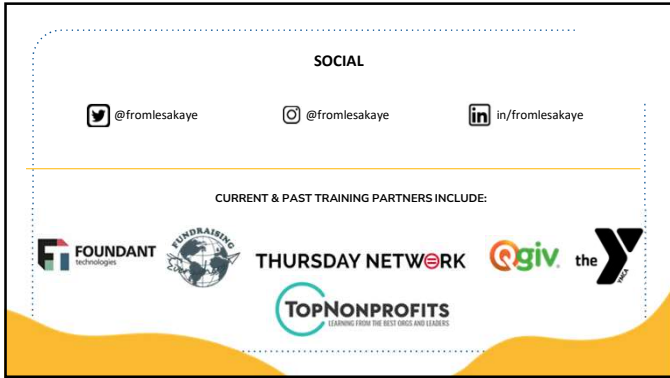
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## FINDING THE RIGHT FUNDER FRAMEWORK



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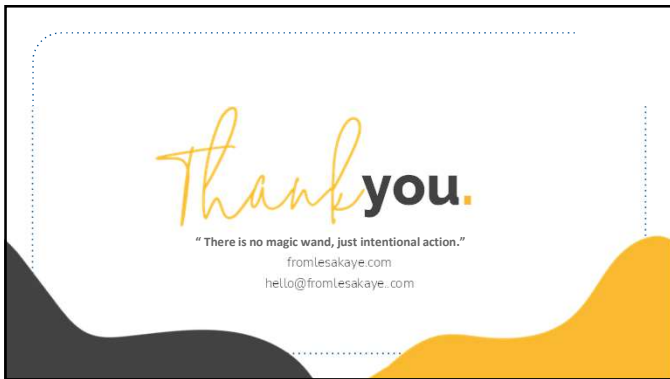
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