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Unlocking the Secrets to Grant Funding...

FUNDRAISING HOW TO

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Grant'd

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Hey There...

So...Why grants?

But first...

A vision without a *Strategy* **remains an illusion**

LEE BOLMAN



CASE STUDY:

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How?



1
KNOW YOURSELF



2
GET GRANT READY



3
FIND THE RIGHT GRANTS



4
POSITION YOUR CASE

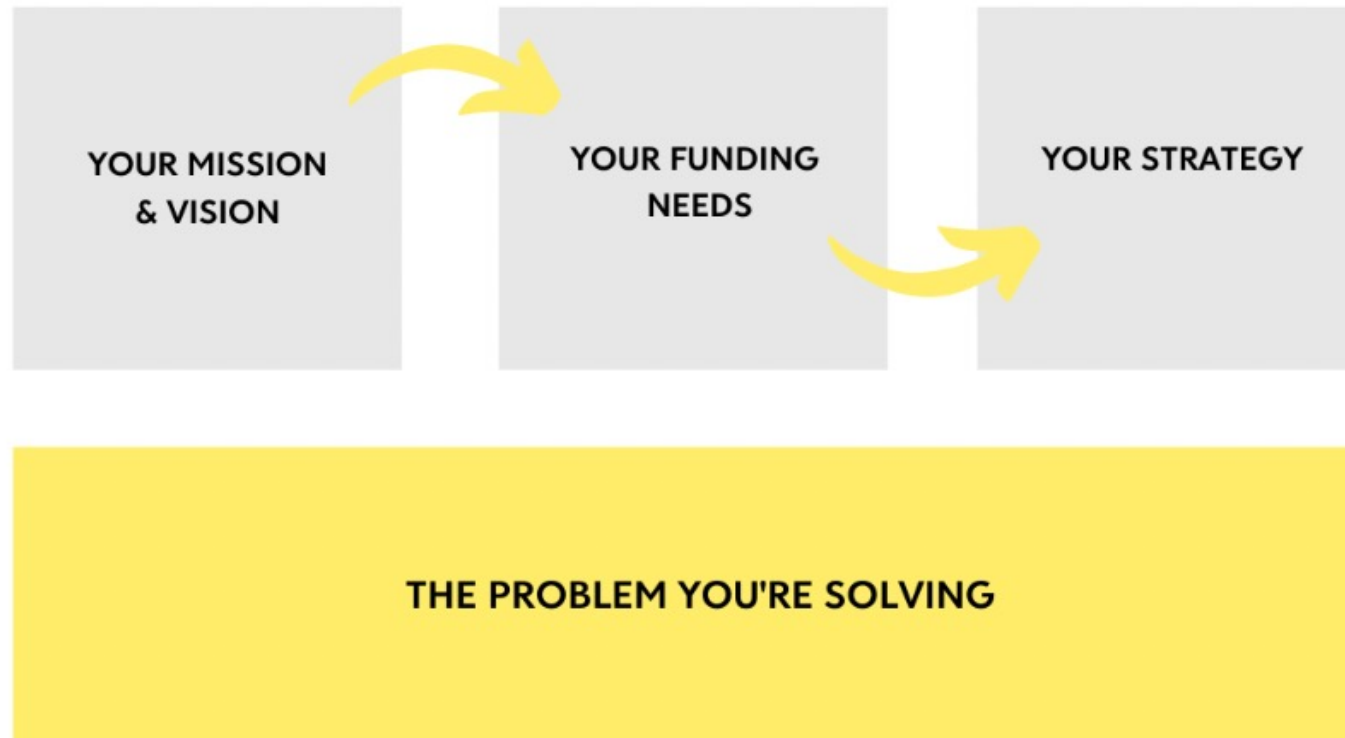


5
WRITE WITH IMPACT

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STRATEGY #1.

KNOW YOURSELF



STRATEGY #1.

DATA IS KEY

Find data that will help evidence the six key aspects of your application:

Need

Demand

Value

Feasibility

Effectiveness

Capacity

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STRATEGY #1.

INTERNAL DATA EXAMPLES

Testimonials

Surveys

Impact statistics

Website hits

Grants won

Email lists

EXTERNAL DATA EXAMPLES

Size of problem

Location specific statistics

Role of your org in community

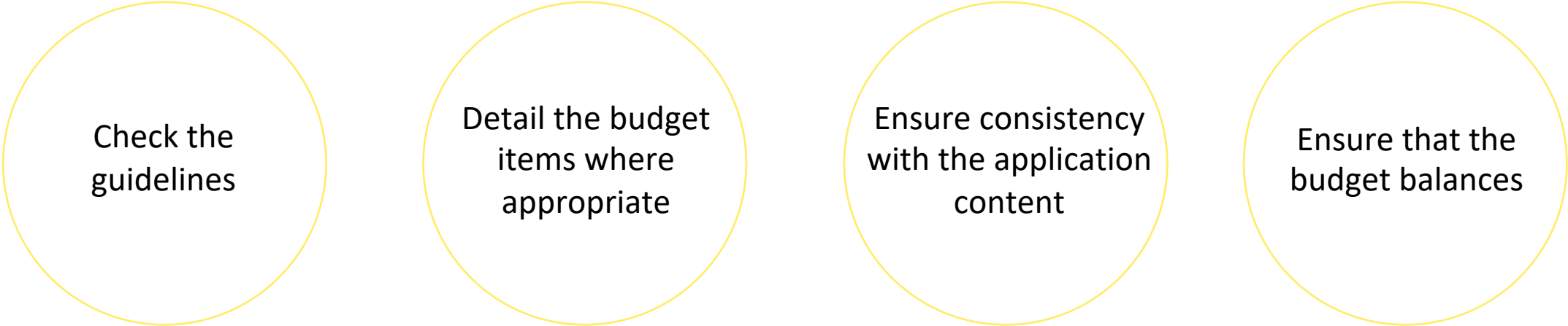
Outcomes for your beneficiaries

Cost benefit analysis

White papers, industry reports etc

STRATEGY #1.

Budgets



Check the
guidelines

Detail the budget
items where
appropriate

Ensure consistency
with the application
content

Ensure that the
budget balances

IN ACTION...

| | | | |
|--|--|--|--|
| Organisation Name | | | |
| What you do: | | | |
| Funding Priority (eg - new equipment, IT systems, project, program expansion etc) | Aligning Organisational Goal (Refer to your organisational strategy/goals for this) | Impact Goal (eg - increased capacity, number of people helped, scalability etc) | Approx. Cost (Cost of achieving the funding priority) |
| | | | |
| | | | |
| | | | |

STRATEGY #2.

GET GRANT READY



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STRATEGY #2.

STEP ONE: Gather your basic information assets

☐ Create a Fast Facts Document

- ☐ Organisation's legal name
- ☐ ABN/ACN/Charity numbers
- ☐ Mailing address
- ☐ Physical address
- ☐ E-mail address
- ☐ Phone numbers
- ☐ Organisational vision/mission
- ☐ Staff names, positions and biographies

☐ Gather your Basic Organisational Documents

- ☐ Organisation registration certificates
- ☐ Insurance certificates
- ☐ Annual reports (financial + impact)
- ☐ Marketing materials

STEP TWO: Clarify your funding needs

☐ Create a document outlining each of your funding needs:

- ☐ A description of each funding need
- ☐ What each funding need will involve
- ☐ What problem the funding will help solve
- ☐ Who will benefit as a result
- ☐ A budget for each funding need

STEP THREE: Gather your application assets

☐ Create a folder that has all the following assets:

- ☐ Funding needs document from Step 2
- ☐ Existing program/project marketing materials
- ☐ Letters of support
- ☐ Organisational/program/project data
- ☐ Data/research evidencing the need for your proposal

STRATEGY #3.

FIND THE **'RIGHT'** GRANT

KNOW
WHERE TO
LOOK

GET TO
KNOW
THE FUNDERS

ISOLATE
FUNDING
NEED

NARROW IT
DOWN



ELIGIBILITY



ALIGNMENT

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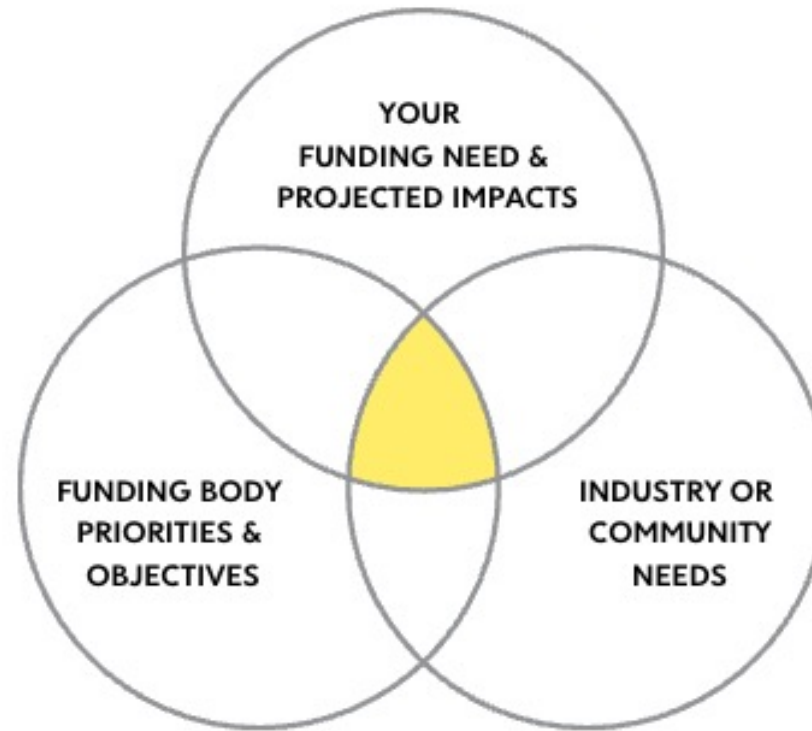
IN ACTION

CHECKLIST YOUR ELIGIBILITY TO ENSURE YOUR ALIGNMENT!

| QUESTIONS TO ASK YOURSELF | FUNDING BODY Refer to guidelines + funding body website | HOW YOUR PROJECT CONNECTS And how you can highlight those connections |
|---|---|--|
| What do they prefer funding? Examples include project delivery, equipment, etc) | | |
| What are the funding body's priorities? And in what way do they align with your organisation's mission, goals and activities? | | |
| What need are they trying to meet? Can you align your project to this need and how? Do they have a preference for projects addressing a certain demographic, location, or issue? | | |
| What have they funded before? Are they funding something similar to your project – if so, how can you differentiate? Do their funding tendencies demonstrate a preference for what you're doing, how can you highlight this? | | |
| Keep connecting the dots. Note any other alignments you discover here. | | |

STRATEGY #4.

POSITION YOUR CASE



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STRATEGY #5

WRITE WITH IMPACT

BE SHORT,
SHARP &
SWEET

BE AS
SPECIFIC AS
POSSIBLE

MIRROR THE
FUNDERS
LANGUAGE

KEEP YOUR
ANSWERS
RELEVANT

Bonus Tip

Relationships are key.



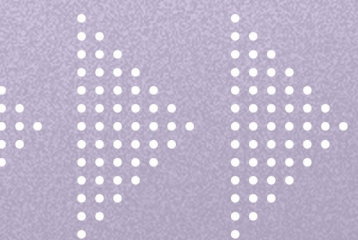
Case Study:

Love Mercy

In Summary...

1. STRATEGY, STRATEGY, STRATEGY... Not just your grants strategy but think how it ties in with the bigger organisational strategy;
2. Spend time getting grant ready before putting pen to paper - Doing the thinking and heavy lifting upfront ensures you are putting yourself in a better position to apply for funding and win;
3. Data is king! Use a mix of internal and external data to back up your asks and build strong cases for funding;
4. Before starting a grant, work through the positioning of both your project and the funder to see how well-aligned they are;
5. The story is where your strategy and data comes together and your job is to create an engaging and on-point application that stays on the reader's mind even up until its time for them to make the funding decision.

Questions and Comments.



Thank you

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