

Funding is Relationship: The 5 Love Languages of a Funder

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November 19, 2016

Your presenters

- ▶ Who we are
- ▶ Who we're not
- ▶ Style of presentation

- ▶ We're non-profit enthusiasts!

Here's what we're going to cover

- ▶ Make the case of Funding as Relationship
- ▶ Explore the 5 Love Languages of Most Funders
- ▶ Share Funder Relationship Secrets to Success
- ▶ Give Practical Tips

Funding as relationship

- ▶ Traditional view of funders vs. grantees
- ▶ Outcome: the change we want to see, the aspiration
- ▶ Eg. Ending homelessness, more kids exploring theatre in our after-school program
- ▶ Moving from transactional to relationship & **personal**

5 love languages

- ▶ Time
- ▶ Touch
- ▶ Gifts
- ▶ Words
- ▶ Acts of Service

Secrets to a successful relationship

- ▶ Funders are people
- ▶ Passion is contagious and powerful
- ▶ Keep in touch
- ▶ Don't go over their heads
- ▶ Funders talk to each other
- ▶ Funders have access to more than \$
- ▶ Success can breed entitlement - don't fall into this trap!
- ▶ Don't play "hard to get"

Practical tips (what your funder really wants you to know)

- ▶ Fully read call for proposal and what is on funder's website
- ▶ If you're not sure ask (and ask again)
- ▶ Timelines really matter
- ▶ Communicate early if you have to miss a deadline
- ▶ Don't hide mistakes
- ▶ Return calls and emails
- ▶ Don't use jargon, be clear; Don't use same application for 10 funders
- ▶ Always know who your contact is
- ▶ Be honest with yourself about your capacity to deliver before you receive funds
- ▶ Don't use short-term dollars for long-term plans

Questions!