

# Grant Writing: Increasing Your Success Rate

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## Agenda

- Understand your organization
- Research and evaluate a funding opportunity
- Developing a relationship with funders
- Writing your grant
- Maintaining the relationship - Stewardship

## Different types of funding

- Sponsorship
  - In kind vs. \$
  - <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/receiving-gifts/sponsorship.html>
- Donation
- Grants
- Time, Talent and Treasure

\*\* All should demonstrate ROI/Impact

## Understand your organization – What is your core message?

- Mission, Vision, Values
- Elevator speech – why are you involved?
  - Concise, direct
  - Different lengths
  - Sparks interest
  - It's about them and not you
  - Uniqueness
  - Reliable
- Practice!!



## Understanding your funders

- Create a prospect list
  - Stakeholders
  - Supporters
  - Current relationships
  - Community partners – Community Investment, Corporate Responsibility
- Do your homework – what do they support?
  - [Enmax](#)
- Activity – community investment research
- [CRA - Foundations](#)

## Writing your grant/proposal

- Build a relationship before submitting the grant
- Contact the Foundation/organization
  - Calgary Foundation, Alberta Foundation for the Arts, Rosza Foundation
- Passion vs. concise
  - Wells Fargo
- Metrics – how do you measure success?
- It's not me it's you – make them the hero
- Story telling
- Activity – Make them the hero....

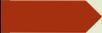
## Practical tips

- Executive summary
- What is the need
- Goals
- Metrics for success
- Other funding and sustainability
- Stay away from jargon and acronyms
- Give yourself double the time
- Be careful of what you promise
- Second or third set of eyes \*read it backwards
  - Contract writers for editing

## What are you worth?

- Create a budget
  - Sustainable
  - Realistic
  - Is there opportunity for scaling
- Don't give away the farm
  - \$5,000 gift
    - Tickets to event
    - Marketing/acknowledgment
    - Fine print
- What will success look like?

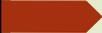




## Maintaining your relationship

“When a donor hands you a cheque – is it hello or goodbye?” - Jerry Panas

- Reporting
- Tracking progress
- Communicate your promises
- Resource
  - <https://www.donorrelationsguru.com/>



## Questions?

Thank you!!!

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