

# Building a Local Funding Team

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# Why do we need a funding

## team?



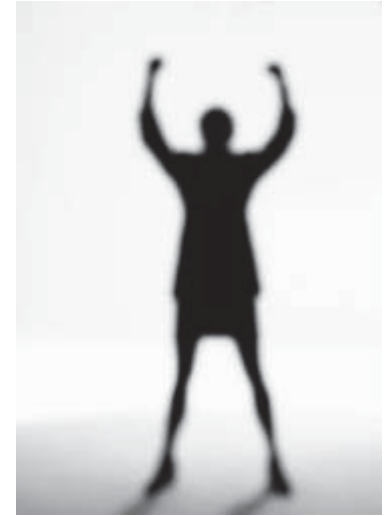
- A single grantwriter isn't a sustainable approach
- If you are taking a community approach, number of grantwriters (and others) working together can be more competitive for “external” funding opportunities

# Grantwriting 101



- Just completing a grant application doesn't mean you will be awarded the grant
- If a request for proposal (RFP) or funding opportunity (NFO) asks you complete 30 things on your application, you need to make sure you get all 30 done

# I've done it – my grant application is



- Good news - you made the first **complete** cut

- Not so good news – it was only the first cut
- Next cut – competing with all the other grants that met the first level criteria

# How do you stand out from the crowd?

- By creating “delighters” that go beyond the basic requirements of the grant application guidelines
- Doing “more than” required, makes grant application stand out (in a positive way)



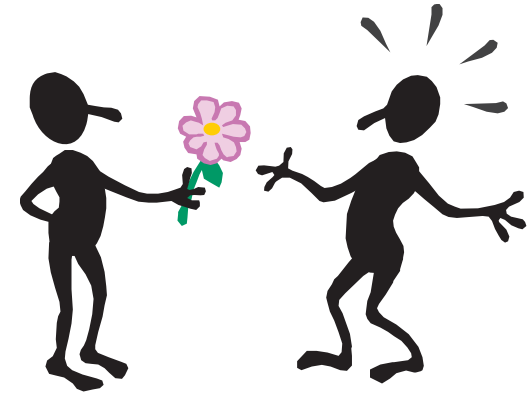
# What is a “delighter?”

- Something that you include in your application, that shows the capacity of your organization or community to successfully use the grantor’s money to accomplish the stated purpose



# Examples of “delighter

- Aggregate service measures (board, staff, volunteers)
- In-kind donations
- Local funding commitments
- Organizational resume
- “Sustainable” approaches – like a “Funding team”



# What roles are involved in putting together a grant application? *(discussion)*

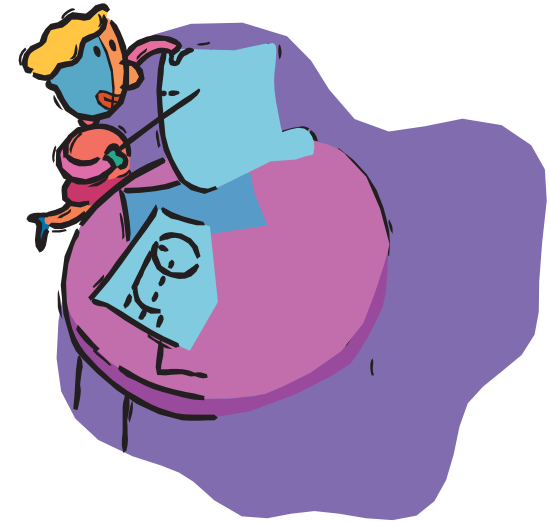
- Group discussion
- Make a list of the “roles”
- Share the list
- Now, let’s use the “worksheet” to identify who is doing those roles and who we could recruit to do these roles in the future





# Review of the roles

- Where do you have a lot of people identified?
- What roles do you have few or no one identified?



# Getting your local funding team started

- Identify a local “champion”
  - Well respected
  - Trusted
  - Knowledgeable about the community
  - Ability to see “big” picture
  - Ability to help others see new opportunities



# Where to look for your champion – your funding team leader

- Chamber of Commerce
- Service clubs
- United Way
- Local foundation
- City Manager
- Banker
- Mr./Mrs. Community Volunteer



# Who should be invited to explore the local “funding team”



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- Any of the people you listed on your worksheet about funding roles
- Representatives of organizations currently writing grants
- Representatives of groups that are to expand their funding capacity

# Typical funding team prospects



- City government
- Health related organizations
- Social service related organizations
- Schools
- United Way or other coordinated funding efforts
- Local foundations

# Determining interest in funding team

- Create a short survey to share with prospects
- What is your current level of experience grantwriting?
- What would you like to learn about grantwriting?
- What do you see as key community needs?



# Short survey (cont.)

- If you are experienced in grantwriting, what knowledge would you be willing to share with other community members?
- How often would you like to get together as a funding team?
- If we created a Funding Team, what difference would you like to see in the community after one year?



# Building interest in the first meeting

- Make arrangements for first meeting
- Send “prospects” an email/phone call/personal visit to invite them to the introductory meeting
- Share a summary of your survey comments with the invitees to help build their interest in attending the introductory meeting





# First meeting

- Champion/funding team leader provides short overview of what done to date
- Some brief highlights from survey
- Round the table introductions by all
- Champion captures comments on flipchart/scribes back to group after the meeting



# First meeting – introductions

- Everyone given time for short introduction to the entire group
- Who they are, who they represent
- Any current fundraising/grantwriting they are working on
- What will need to happen at future meetings to justify their time involvement



# First meeting – setting agenda for future meetings



- Some logical topics for first several meetings;
- How do funders think? What are looking for?
- In-Kind donations - how to utilize this “delighter”
- What resources are you using to find potential grant opportunities?

# Discussion about what we can do as a team

- Experienced grantwriters mentor newbies
- Monthly education/skills discussions
- Repository of funding/grantwriting resources
- Repository of “boiler-plate” statements (community demographics, etc.
- Create a “funding” calendar of future opportunities



# What our team can do, cont.



- As we get to know each other better, we are better able to find opportunities to leverage our resou
- Create “joint” projects which utilize different organizations unique skills/resources
- Keep inviting other citizens into the team to gain new insights/new resources

# Establish some “goals/metrics” to aim for through funding team

- New relationships established within the community
- Increase in number of successful grant applications
- Increase in number of “joint” program opportunities created by participants





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*Discussion*

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