



The Shortest Guide Ever to **WINNING** a Foundation Grant

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25 YEARS OF LESSONS LEARNED IN 9 QUICK TIPS

1 Read the guidelines. Then read them again.

You may have the *Best After-school Program Ever*, but if the Foundation only funds micro-business in South America, they're not interested in you.

2 Try, try, and try again to contact the funder.

It's still about relationships. Find contact information on the foundation's website, in their published 990s, and through networking. Be tenacious. A 10 minute call or an email response from a funder can save you hours of fruitless work.

3 Do your homework.

Only contact a funder if you've done your homework. You have one shot to establish credibility. Ask informed questions that demonstrate you've already screened them for alignment with your organization.

4 Don't be afraid to ask questions.

Funders are people, too. They appreciate honest questions. After all, they're trying to find the right organizations to fund, too.

5 Clearly explain your program, strategy, goals, outcomes, and impact.

You need to be able to do this on a screening call and in the grant application.

6 Write clearly and simply.

When it comes time to *finally* write that proposal, know your audience. Assume nothing. Asking who will be reviewing the proposal can give you writing clues and cues.

7 Give the funder what they ask for.

The proposal narrative is only one part of the application. Be sure to include all required attachments *and* make them easy to understand.

8 Spend time on budgets, budget narratives & financial statements.

These documents tell your story as much if not more than your proposal narrative. Explain deficits or disparities. Make sure your program budget matches what your proposal says.

9 Don't let your submission be your final answer.

If you get funded, fantastic! If you don't, ask why. Request reviewer or program officer feedback. The door is often open for another submission. Walking through that door is usually a safer bet than starting from scratch.



Book a free **20-minute consultation**. If we're a good fit for your organization, I'll send you a link to schedule an in-depth discovery call.

To do more research, check out these trusted resources: [candid.org](https://www.candid.org) or [grantstation.com](https://www.grantstation.com)

Are YOU Ready?