PROSPECTING FOR NEW FUNDERS

2024 USET TRIBAL BEST PRACTICES CONFERENCE

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IN TODAY'S TRAINING,

WE WILL ADDRESS THE FOLLOWING TOPICS;

- Strategically representing your agency to Funders

- Agency Readiness and Organizational Priorities

- Using the Logic Model to communicate Agency Strengths

- Gaining greater comfort developing Pitches, and other Resource Development activities

PROSPECTING FOR NEW FUNDING FOCUSES ON AN ALIGNMENT BETWEEN <u>BUDGETS</u>, <u>IDEAS</u>, <u>NEED</u>, AND <u>PRIORITIES</u> ACROSS <u>TIME</u>

PROSPECTING REQUIRES A GUIDING FRAMEWORK TO DRIVE HOW WE LOOK FOR MONEY, FUNDERS, OR FIGURING OUT HOW TO SUPPORT THE CREATIVE IDEAS THAT OCCUR THROUGHOUT OUR ORGANIZATION/TRIBAL COMMUNITY/CLINIC

LET'S ACKNOWLEDGE USET'S STRATEGIC PILLARS AND GOALS

VALUING & RESPECTING

- RELATIONSHIPS
- A JUSTICE ORIENTATION
- INTENTIONAL INNOVATION
- RESPONSIBILITY
- PASSION

PROSPECTING FOR FUNDERS WITH INTENTION

Nation Building & Advancement

- ❖ <mark>Offer Solutions to Change</mark>
- ❖ Directly related to setting any budgets that address local Need

Indigenous Truth

- ❖ <mark>Relate to the PIN (*Project/ Idea/ Need*)</mark>
- ❖ Ideas that are collaboratively developed, internally/externally relevant, organizational priorities, highlight existing expertise

Organizational Development

- ❖ Discretionary vs Statutory – occasional or long-term projects
- ❖ <mark>Fast or Slow Funding</mark>

Leadership Development

- ❖ Internal Expertise, Partnerships and Collaborations in Long-term Visioning
- ❖ <mark>Departmental Champions</mark>
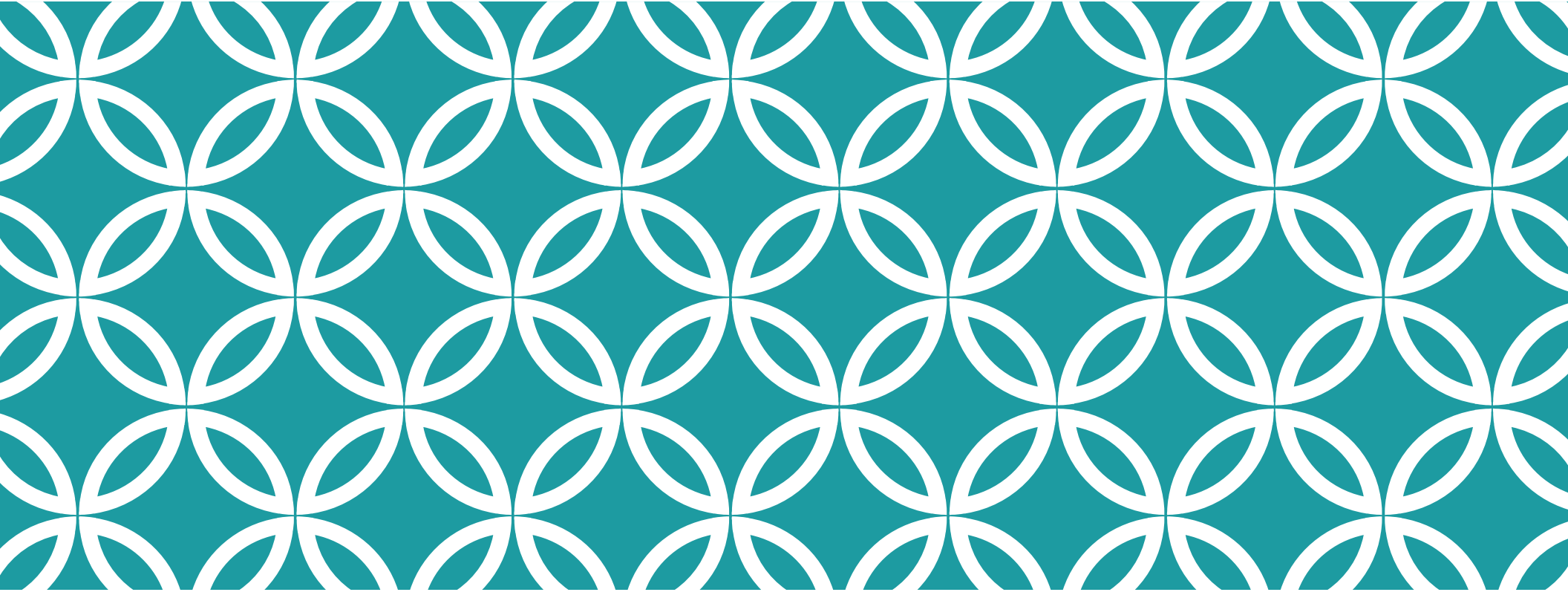
LEADERSHIP PRACTICES

Your Expertise & Priorities

DEAR LEADERS —

HOW ARE THE STAFF PREPARED TO RECEIVE ADDITIONAL FUNDING?

Internally — *Highlighting Your Expertise*

- Any Champions or Expertise Involved?

- How is the Finance Dept prepared to support the distribution of funds?

- How will Program Departments & Staff be supported, extended for the additional work?

- Has the Community been advised, consulted or prepared?

Externally — *Who/What is Being Impacted?*

- Communications Across Partnerships and Collaborations

- Selection of Contractors, Subcontractors, and Vendors

- Funding Mechanisms (*obligated / statutory / discretionary / capacity building*)

DEAR LEADERS —

HOW ARE YOUR PROGRAMS PREPARED TO RECEIVE ADDITIONAL FUNDING?

- **Expertise — personnel and programmatic**

  (*Are you about to showcase your expertise?*)

  - Public Health & LHIs — leading health indicators

  - Environmental Protections

  - Cultural Preservation

- **Engagement Strengths**

  - Individual / Group / Systemic / Policy

  - Digital, Communal, or Direct Care Assistance

- **Communication Capabilities**

  - Reach & Reason

  - Planning Schedule

DEAR LEADERS —

# HOW ARE YOUR PROGRAMS PREPARED TO RECEIVE ADDITIONAL FUNDING?

○ **Readiness Timeline Needed**
- Staffing = *expertise and project documentation*
- Funding Mechanism = *Existing / Start-Up Funding / Project Planning / Reimbursement / Cost-Sharing / Loans*
- Office Concerns = *payroll, billing, invoicing, credentials, reporting needs*
- Equipment and Licenses to Operate

○ **Safety Protocols —** staff, clients, equipment, funding mechanisms,

○ **Evaluation Metrics** = protocols determining success

DEAR LEADERS —

HOW ARE THOSE IN COMMUNITY PREPARED TO RECEIVE ADDITIONAL SERVICES AND SUPPORT?

What Guiding Questions, Obligations, or Considerations Must be Asked?

1. Is the Land Ready for Increased Activity?

2. Are the Buildings or Gathering Places Ready?

3. Who Will Come to This Activity?

4. What Does this Activity Resolve?

5. What Does Success Mean?
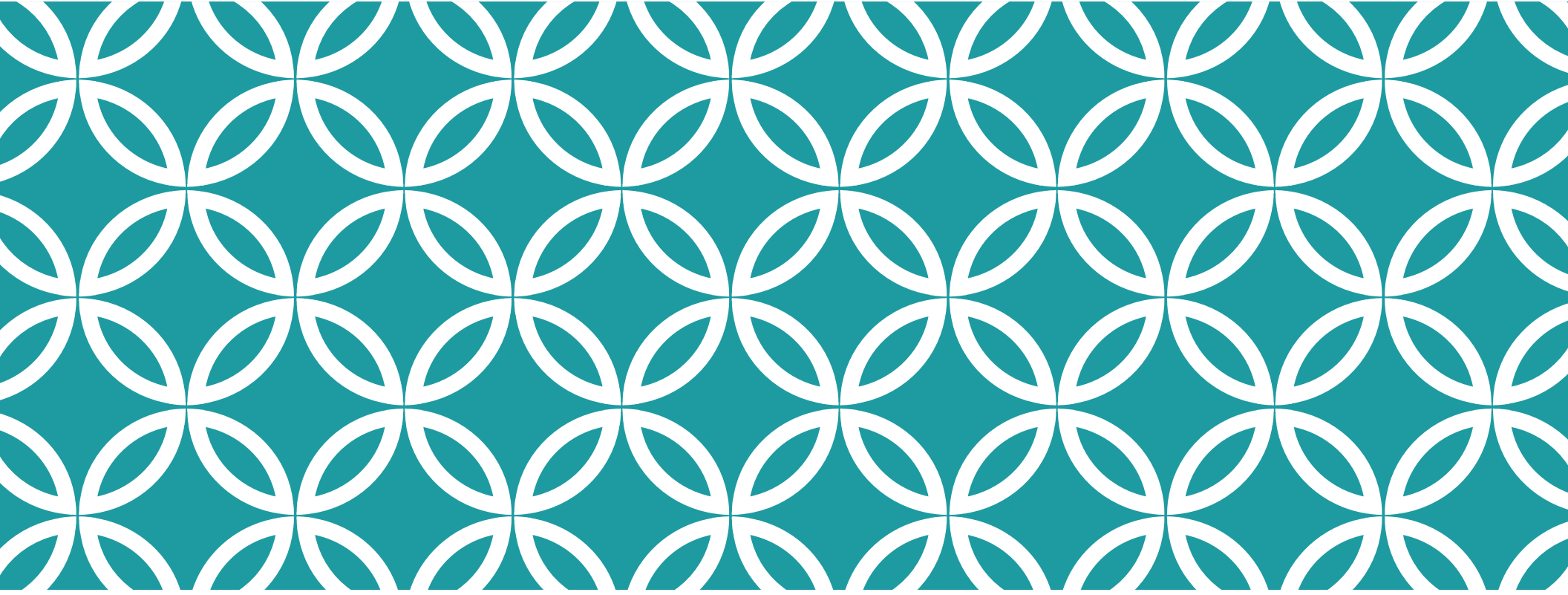
INDIGENOUS TRUTH

Drives The PIN =
Project / Idea / Need

FUNDING FOR PROJECTS AND/OR PROGRAMS

Types of Programs Usually Funded

- Existing Programs
  - Bread & Butter Activities

- New Programs

- Collaborative Efforts

- Systemic or Regional Change
  - Environmental Projects

- Built Environment

How Are You Prioritizing Outcomes (benefits) and Outputs (measures)

- Which Metrics & Deliverables will be elevated?

  - *People Oriented*

  - *Events Oriented*

  - *Presence in the Community*

- How to Capture Environmental Changes

- Expected Benefits and Time-Related Impacts

What's Most Important to Your Colleagues & Constituents?

What's Inspiring Change?

- Derived Data = *Primary & Secondary Sources*
- Perceived Need = *Anecdotal Information*

FUNDING FOR IDEAS AND CREATIVE SOLUTIONS

Funders Prioritize their Gifts

Encouraging You to Consider

- *Collaborative Efforts*
- *Internally/Population Derived Solutions*
- *External Invitations*
- *Organizational Priorities*
- *Existing Expertise*

FUNDERS RESPOND TO <u>NEED</u>

How do your funding efforts address Community Need?

1. *Severity of Need*
2. *Location Based Support*
3. *Population Based Support*
4. *Ability to Access Services and Change*
5. *Clarity through Descriptions*

WHEN COMMUNICATING WITH FUNDERS

Funders are familiar with hearing meaningful stories or PITCHES. Here are some suggestions when constructing your priorities to share with them;

➤ **Use a Logic Model Format:** <u>Outcomes</u> (benefits) and <u>Outputs</u> (measurements) are just as valuable to them as the <u>Activities</u> and Long-term <u>Impacts</u> might be.

➤ **The VDC Approach:** this approach emphasizes how the *Vision, Design,* and *Capacity* of the Agency are connected to the lived experiences and successes of the constituency.

➤ **The Pitch:** Convincing investors that your business is worth financing is not only about planning and persuasion; it's also about presentation. There are several resources online and locally to assist you in this effort!
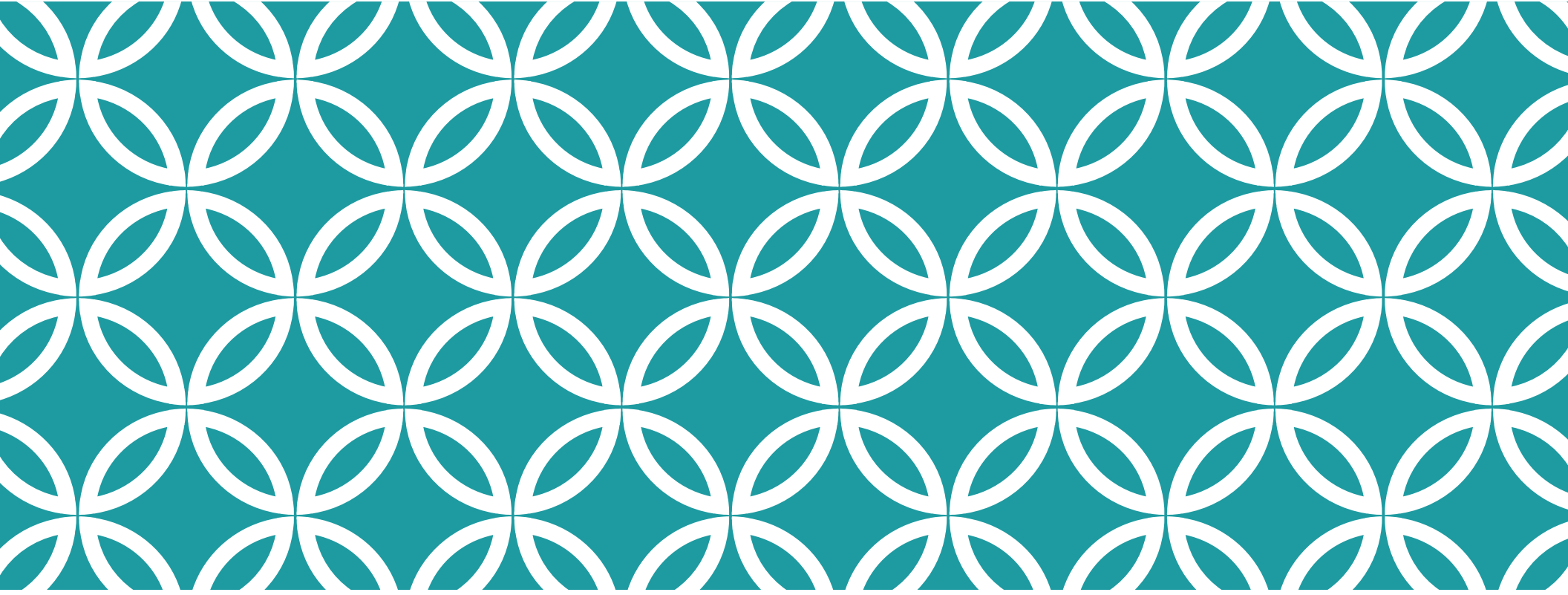
NATION BUILDING & ADVANCEMENT

Solutions to Change = Resource Tools

RESOURCE DEVELOPMENT TOOLS 4 REVIEW

RESOURCE	SERVICE TYPE	COSTS	UTILITY
Grantsmanship Center	• Strengthens grant writing skills • Provides grants management information	*requires additional $ for classes and workshops*	Provides funder resources and contact information
Grant Professionals Association	• Provides support with all types of grants management concerns	*yearly fees of $200*	A+ with anything grant related
Grants.gov	• Provides federal grants information and resources	*No fee to participate*	Very time consuming and useful
"Common Grants" by State	• Variety of state, local funding sources	*Varies, usually free*	Very time consuming and useful

NEW FUNDING PROJECTS AVERAGE ABOUT 4 -20 HOURS OF SEARCHING BEFORE FINDING ELIGIBLE APPLICATIONS

THEN WE GET TO START REVIEWING, WRITING, EDITING, AND COLLATING THE FINAL DOCUMENT PACKAGE

RESOURCE DEVELOPMENT TOOLS 4 REVIEW

RESOURCE	SERVICE TYPE	COSTS	UTILITY
Candid (the Foundation Center)	• Provides private (*foundation*) and public (*govt*) grants information and resources	*posted at $59/month starting*	Provides funder resources and contact information
Ask for Funding	• Provides support with all types of funding mechanisms and grant management concerns	*posted at $199/month*	Provides funder resources and contact information
Bonterra	• Provides support with all types of funding mechanisms and grant management concerns	*Unknown*	Provides funder resources and contact information
Grant Station	• Provides private (*foundation*) and public (*govt*) grants information and resources	*posted at $179/year*	Provides funder resources and contact information

RESOURCE DEVELOPMENT TOOLS 4 REVIEW

Additionally Free Sites

Grantmakers.io	Provides information about funders and grants to conduct simple donor searches
Givebutter Fundraising Platform	A platform that helps you coordinate and implement a fundraising campaign without writing a grant
You Tube Searches	A variety of free information available at your fingertips
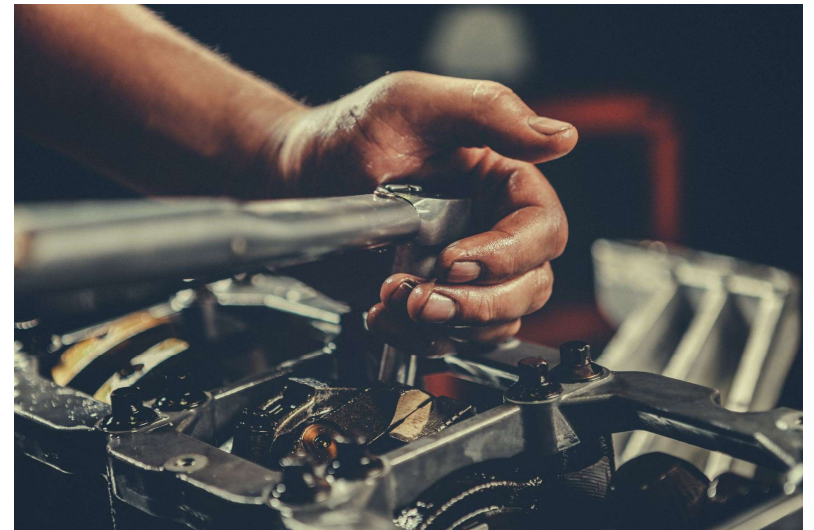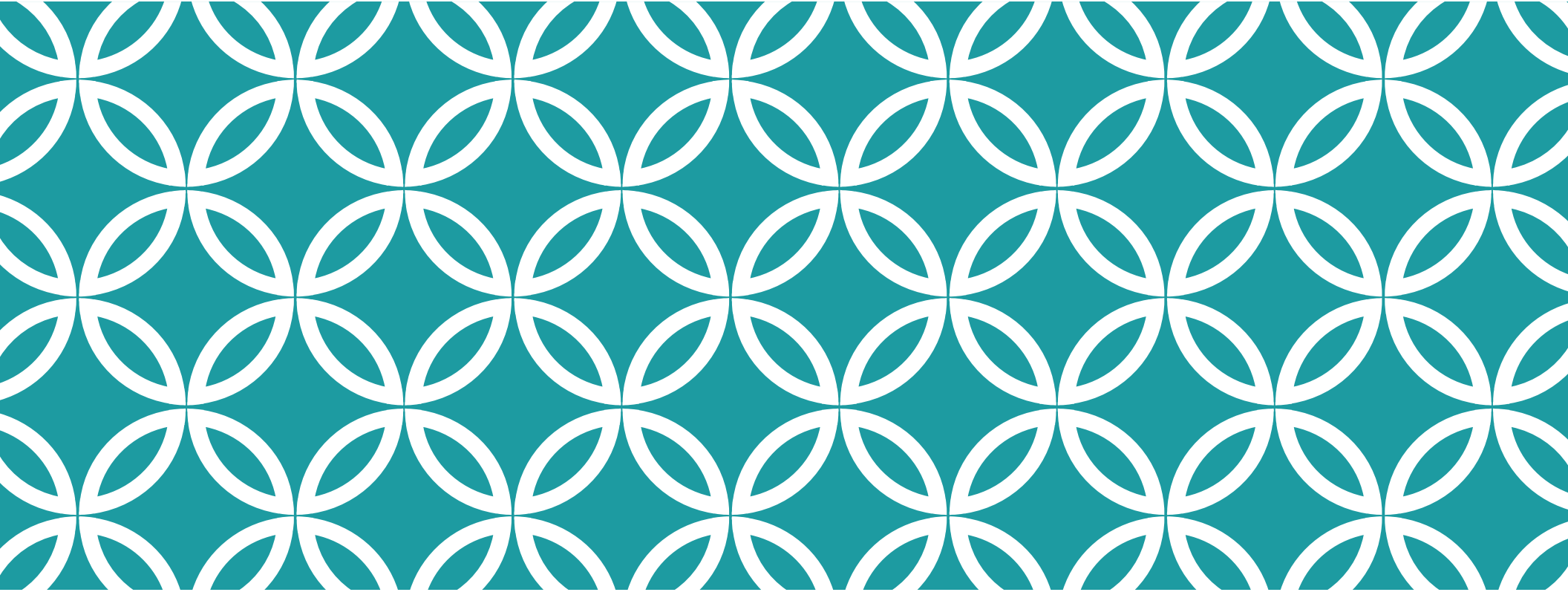
# ORGANIZATIONAL DEVELOPMENT

Funders & Budgets

1. **Time Elements** – *project dates and length of service*

2. **Funding Mechanisms** – *grants, loans, donations, etc.*

3. **Eligibility**

- Know Your KEYWORDS!
- Discretionary vs Statutory – *occasional or long-term needs*
- Construction and the Built Environment
- Private vs Public Funding
- Donors, Sponsors, Partners, or Funders
- Vulnerable Populations

DETERMINING YOUR DEVELOPMENT AND BUDGETARY NEEDS
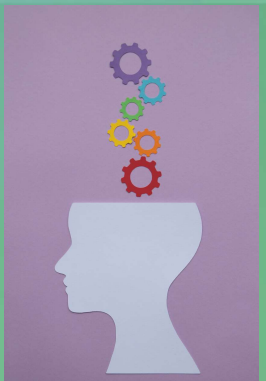
DIFFERENT FUNDING MECHANISMS

There are several mechanisms that will bring funding and other resources into your agency.

Here are a few options to additionally consider.

MECHANISM	RETURN ON THE INVESTMENT	OBLIGATED FUNDS?
Special Events	These activities require adequate planning with realistic budgets to truly be successful	Depends
Direct Mail Campaigns	2% return on the investment, increases community support and name recognition	No
Workplace Giving	There are several examples of these programs working well and not so well, too	No
Direct Contributions	Donors are given the opportunity to give online or thru other identified means	Depends
Online Campaigns	This is a growing strategy in today's market	Depends

Define Your Searches with Numbers, Need, and Priorities Across Time

Use a Framework to Guide Your Search Partners

Support Staff in Their Readiness to Participate in New Programs

Highlight Your Expertise and the Proposed Benefits of Any Funding

FINAL TIPS & TAKEAWAYS

1. Creativity is a Good Thing

2. Invest in Your Ability to Search for Additional Funds

3. Know Your KEYWORDS!

4. Think about Outcomes Over Time

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THANK YOU!