

Nonprofit
Fundraising 101

@DHEYMAN

HOW TO SECURE PRIVATE & FEDERAL GRANTS

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A PRACTICAL GUIDE with
EASY to IMPLEMENT IDEAS & TIPS from INDUSTRY EXPERTS



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with LAILA BRENNER

WILEY

WHY DON'T MORE NONPROFITS WRITE GRANTS?



GRANTS ARE GOLD!

- **\$55B TO U.S.
NONPROFITS IN 2013**
- **\$198B IN 2014 U.S.
GOVERNMENT GRANTS!**

TYPES OF FOUNDATIONS

- PRIVATE
 - PROFESSIONALLY-RUN
 - PROGRAM OFFICERS
 - BOARD APPROVAL

TYPES OF FOUNDATIONS

- FAMILY
 - NO SOLICITING
 - NEED AN INVITATION
 - FLEXIBLE FOCUS

TYPES OF FOUNDATIONS

- **COMMUNITY/DAFs**
 - **REGIONAL FOCUS**
 - **MANY DONORS/FUNDS**
 - **PRESIDENT'S FUND**

TYPES OF FOUNDATIONS

- **CORPORATE**

- ALIGNED WITH COMPANY
- WANT VISIBILITY
- VOLUNTEERS & IN-KIND

TYPES OF FOUNDATIONS

- **GOVERNMENT**

- **REQUIRE ACCOUNTABILITY/
INFRASTRUCTURE**
- **MUST BE ESTABLISHED**
- **CAN BE HUGE**

IDENTIFY PROSPECTS

- **FOUNDATIONCENTER.ORG**
–IN PERSON & FOUNDATION
DIRECTORY ONLINE
- **GRANTS.GOV**
- **FOCUS ON *TOP* PROSPECTS**

PREPARE YOUR PITCH

- IDENTIFY “FUNDABLES”
- 30-45 SECONDS EACH
- FOCUS ON NEED,
SOLUTION, & IMPACT

DO YOUR HOMEWORK

- IDENTIFY THE FIT
- DON'T WASTE THEIR TIME
- PREPARE “LEVEL 2”
QUESTIONS

RULE #1: NEVER SUBMIT A COLD GRANT



RULE #1: NEVER SUBMIT A COLD GRANT

- **GET IN THE DOOR:**
 - **PERSONAL CONNECTIONS**
 - **LINKEDIN**
 - **TWITTER**
 - **GOOGLE ALERTS**

**RULE #1: NEVER SUBMIT
A COLD GRANT**

- **GET IN THE DOOR:**
 - **STAY ON KEY LEADS!**
 - **BRIEF VM & EMAIL EVERY
2-3 WEEKS**

RULE #1: NEVER SUBMIT A COLD GRANT

- **WARMING IT UP:**
 - **SECURE AN INVITATION**
 - **THE PASTA TEST**
- **PROGRAMS &
POSITIONING**

**RULE #1: NEVER SUBMIT
A COLD GRANT**

–DOLLAR AMOUNT

–DEADLINE

–JEDI MIND TRICK

PROPOSAL WRITING

- FOLLOW INSTRUCTIONS
- LEAD WITH THE ASK
- INTEGRATE INVITE
INSIGHTS
- EXPLAIN CONTEXT
- VERIFY FACTS & MATH



- **TRACK GRANT ACTIVITIES**
- **GRANT REPORTING**
- **DEADLINE REMINDERS**

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BONUS TIP: GOOGLE GRANTS

The screenshot shows the Google Grants website in a browser window. The address bar displays "http://www.google.com/grants/". The page title is "Google Grants: In-kind advertising for non-profit organizations". The Google logo is in the top left, and a "Change Language: United States" dropdown is in the top right. The main heading is "In-kind advertising for non-profit organizations", followed by a paragraph explaining the program. A green "Learn more" button is on the right. Below this is a section titled "Learn about Google Grants" with a sidebar menu containing links: "What is Google Grants", "AdWords and How it Works", "Reach Your Target Audience", "Track Your Performance", and "Apply Today". The main content area under "What is Google Grants?" explains the program and includes a diagram showing the flow from search results to a click and then to a connection with the organization.

Google Grants: In-kind advertising for non-profit organizations

http://www.google.com/grants/

Google

Change Language: United States

Google grants

In-kind advertising for non-profit organizations

Google Grants is a unique in-kind donation program awarding free AdWords advertising to select charitable organizations. We support organizations sharing our philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts.

Grantee Resources

Learn more

Learn about Google Grants

What is Google Grants

- [AdWords and How it Works](#)
- [Reach Your Target Audience](#)
- [Track Your Performance](#)
- [Apply Today](#)

What is Google Grants?

The Google Grants program empowers non-profit organizations to achieve their goals by helping them promote their websites via advertising on Google. Google AdWords ads appear when users search on Google and when you click on one of the ads, you are brought to the website being advertised.

Your ads appear beside related search results...

People click your ads...

...And connect to your organization.

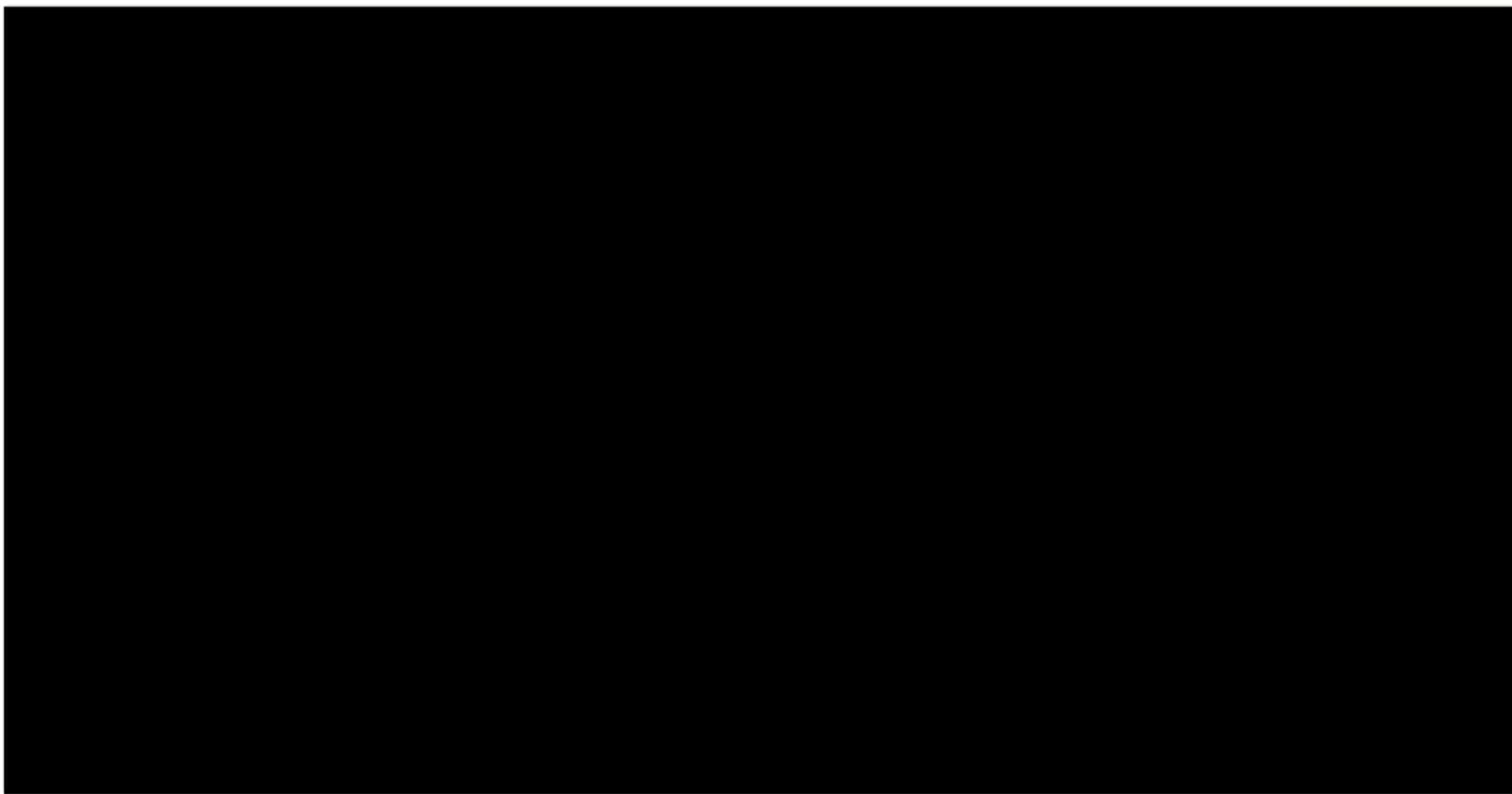
Your ad here
See your ad on Google under the sponsored links.
www.your-non-profit-site.com

BONUS TIP: GOOGLE GRANTS



- **\$10K/MONTH OF FREE
GOOGLE ADWORDS**
- **\$2/CLICK LIMIT**
 - **EMBRACE “LONG TAIL”
KEYWORDS**
- **INCREASE WEBSITE TRAFFIC**

SAY THANK YOU!



Thank YOU for GIVING to The Sound of Hope

from The Sound of Hope [Feb 8 months ago](#)

RESOURCE REVIEW

- WWW.FOUNDATIONCENTER.ORG
- WWW.GRANTS.GOV
- WWW.GOOGLE.COM/GRANTS
- WWW.AFPNET.ORG
- WWW.GRANTPROFESSIONALS.ORG
- WWW.ECIVIS.COM
- BEV BROWNING'S *GRANT WRITING FOR DUMMIES*

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THANK YOU!

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