Renewal Webinar Series
Grantwriting 202: Building Relationships with Funders

with Sonja Carlborg

The Society’s Webinar Series is made possible through the support of the National Endowment for the Arts, which supports the Society’s Consulting Service. The Consulting Service provides affordable assistance to organizations wishing to establish or advance the arts in healthcare settings.
Grantwriting 202

The Society for the Arts in Healthcare

Webinar presented by Sonja Carlborg

And funded through a grant from the National Endowment for the Arts

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In this presentation, we will cover...

- Selecting an Initial Approach Strategy
- Cold Calls
- Elevator Speeches
- Typical Contact during the Grant Cycle
- Rejection
- Office Visits with Funders
- Managing Site Visits
- “In this economy…”
We will not cover topics covered in Grantwriting 101...

- How to write a proposal
- Prospect research

Sorry…
So who are these people, why are they giving out money, and how accessible are they?

- The Government
- Private Foundations
- Corporate Foundations and Sponsors
- Community Foundations
- Nonprofits, like the Society, and perhaps your own organization: auxiliary boards, development, institutional advancement
Initial Approach Strategies: Your Options

- Cold Call
- Initial contact followed by a visit
- Email
- LOI (Letter of Inquiry, Intent, or Interest)
- Proposal
- Referral
- Face to face meeting
The Cold Call

- When to use the cold call
- Who to talk to
- What to say
  - Is this a convenient time?
  - Elevator speech(es)
  - Have a substantive question ready
  - Check amount of request
  - Ask for referrals
Cold Call Dos and Don’ts

- Do your homework
- Do rehearse
- Do cite examples of successful projects
- Do refer to partners and collaborators
- Don’t press for a decision on the phone
- Don’t overstay your welcome
Components of an Elevator Speech

- 50 words max
- Who?
- What?
- What need?
- For whom?
- What is unique?
- What’s is different
- So what?
Mothers Against Drunk Driving (who) is a national advocacy group (what) that seeks to end the costly and deadly crime of drunk driving (what need), which touches one out of every three Americans (for whom). The public’s lone voice on this issue (uniqueness), MADD serves as an advocate for rights of victims and works to pass stronger drunk driving laws (what’s different). Thousands of lives are at stake (SO WHAT?)
Jobs for Homeless People (who) is a Washington DC-based service organization (what) that helps homeless people (for whom) enter and succeed in the world of work (what need). Filling an important gap (uniqueness), JHP’s job training and placement programs focus directly on this high-risk population (what’s different), giving them the tools to live more productive lives (SO WHAT?).
Remember...

- Adjust your speech to your audience.
- This is not a mission statement. Think positioning and self-identification.
- Include a sense of urgency.
- Shuffle the order of components if needed.
Typical Contact during a Grant Cycle

- Initial contact (email, LOI, cold call, face-to-face encounter)
- Submit document (LOI, proposal, concept paper)
- Follow-up phone call
- Follow-up action
Typical Contact during a Grant Cycle

- Technical assistance
- Site visit – Thank you and follow up
- Second document
- Calls or emails to funder from supporters

- Notification of Award
- Thank you!
- Keep in touch with changes, updates
- File reports
REJECTION

• Rejection has been the start of many a beautiful relationship
• Decision makers change
• Priorities change
• CALL
Office Visits to the Funder

• Take advantage of being the out-of-towner
• Do your homework and rehearse
• Go as a pair if possible
• Arrive 15 minutes early
• Have an agenda and time limit
• Bring written materials to leave
• Establish next steps
• Follow up with a thank you and next steps
Stage Manage Your Site Visits

- Ask what funder wishes to see/discuss
- Before setting meeting, check schedules of everyone involved
- Send a schedule to funder in advance
- Develop an internal schedule/agenda
- See program in action, interview participants
- REHEARSE!
Stage Manage Your Site Visits

• Preview any DVDs or Powerpoints
• Decide who is the emcee
• Make sure everyone knows their role, what they are expected to share
• Make sure everyone stays positive
• Stick to the schedule
• Have substantive questions ready for the funder
In this economy…

- Make the case for general support
- Demonstrate that you have a plan
- Be bold
- Cultivate relationships!!! Don’t stop submitting.
- Deliver the goods!
- Collaborate, avoid duplication of services.
Above all…

BE CONSISTENT!

If you’re not going to maintain your relationship, don’t start one up.
Do say THANK YOU!

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Good luck and...

THANK YOU