



Grants Primer: How to Find Grants

The Art & Science of Competitive Grant Seeking

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GRANTS PRIMER: *How to Find Grants*

INTRODUCTION

Grant prospecting is the process of searching out possible grant makers for your organization, your programs, and your capital needs. Grant makers can be private foundations, community foundations, a company-sponsored foundation, or local, state, and federal governments. The keys to successful grant prospecting are:

- Preparation
- Planning
- Understanding prospective grant makers' priorities
- Cultivating grant makers

There are many different places to find grant makers (explained in detail later in this chapter, pgs. 4-21), and many different ways to search available, free and subscription-based databases. Experience matters, and the more often you employ prospecting strategies, the more competent you will be at using them. One thing that will remain the same throughout your prospecting work is the language (i.e. keywords) you will use to describe your organization and its programs.

Grant prospectors use a number of different styles and techniques to find appropriately-aligned grant makers (i.e. their priorities and giving history are a good fit or match for your organization's needs). For example, one prospector may do a mass search to look for all prospective grant makers at once, resulting in a large amount of output, while another prospector may focus solely on one particular facet of your organization (a specific program or capital need) to search through a much smaller database of possible grant makers. Combining these methods is an effective way to canvas the many databases available.

Grant prospecting is a labor-intensive art. There is no way to shorten the amount of time it will take you to search for grant funding prospects. Prospecting for one specific program for your organization could take 5–10 hours while prospecting for all of your organization's needs could take 20 hours or more. Do not let this dissuade you from the possibilities that will come from grant prospecting. Within each of those searches could be the grant maker who will fund your organization's new program for the next three years. That fact alone should help push you through the long hours of prospecting.

Every year, thousands of grant makers change their giving priorities and methods. One year a grant maker may choose to fund new human services projects, and then, due to the economic climate, it may decide to not fund any new projects the following year. To better understand giving trends (which play a major role in all prospecting work), you need to have an understanding of philanthropy across the United States. One of the best resources for trends data is the Foundation Center. A recent report can be found at <http://foundationcenter.org/gainknowledge/research/pdf/fgge11.pdf>.



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The annual giving report released by the Giving USA Foundation each year is another reliable resource for philanthropic trends. According to the 2010 annual giving report, charitable contributions have risen by 3.8% to an estimated \$291 billion. Religious organizations around the country garnered the most funds, receiving 35% of the total contributions; religion has received the largest share of contributions for the last 56 years. Giving for “education” (5.2%), “health” (1.3%), “public-society benefit organizations” (6.2%), and “arts, culture, and humanities” (5.7%) rose slightly over previous years, while giving to “human services” and “religion” remained steady. These figures prove to nonprofits around the country that even in a recession, the indomitable spirit of giving of the American people will not be swayed.

We believe the numbers underscore the fact that giving remains a core American value. Over the past decade, philanthropy has held its own in spite of two recessions, terrorism, wars, and a series of devastating natural and man-made disasters. Adjusted for inflation, total giving exceeded \$280 billion a year every year for the past decade and surpassed \$290 billion in six of the last seven years. This tells us that despite personal and economic hardship, Americans remain steadfastly committed to each other and their communities. Philanthropy is at the heart of who we are as a society, and it is undeterred, if occasionally deferred by hardship.

~The Giving USA Foundation

Following the philanthropic trends each year will help your organization prepare for the future of giving. Prospecting based on trends is the first step to locating and securing new funding for your organization and its programs. A significant amount of time should be spent prospecting the possible grant makers and determining how well your organization’s needs fit into their giving priorities.

PREPARATION

You will need a few tools to help you get started in grant prospecting. At the end of this chapter, you will find:

- *Grant Prospecting Questionnaire*
- *Organization Summary Sheet*
- *Grant Prospect Worksheet*
- *Grant Prospect Database*

We will discuss using these tools in turn, but the first two are critical to your grant prospecting preparation.

Step 1: Know Thyself

The first thing you need to do is identify the areas that your organization serves. Make a list of the states, counties, and communities that you serve. This will be used in searching databases to find grant makers that are currently giving in the areas your organization serves. It is important that you are honest in the scope of your organization's work so you capture the best matches for your needs. Use the *Grant Prospecting Questionnaire* to gather your data, and use the *Nonprofit Organization Summary Sheet* to detail your findings. Keep these documents available as you prospect.

Step 2: Know What You Need

The next step in prospecting preparation is understanding what types of support your organization needs from the possible grant makers. There are many different ways for a grant maker to provide support for your organization from paying for staff and hosting conferences to purchasing land. However, most funding comes through operating support, capital support, and program development. Operating support is a grant to an organization for day-to-day operating costs or to further the general work of an organization, rather than for a specific purpose or project (also known as unrestricted funding). Capital support is most commonly given for specific capital campaigns that involve building construction or acquisition, land acquisition, renovations, remodeling, or the rehabilitating of a property. Program development grants provide funding for a specific purpose or project (also known as restricted funding). The Foundation Center provides a listing and definition for all types of support at http://foundationcenter.org/getstarted/tutorials/fcsrch_adv/tos2.html.

Step 3: Prioritize Your Needs

The final step in prospecting preparation is listing your organization's funding priorities and the keywords to use when searching for those priorities within databases. In many search databases these are called the "Fields of Interest". There are literally thousands of possibilities in the fields of interest and too many combinations possible to list them all



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here, but the table below presents a few examples of possible keywords and the types of organizations or programs to which they are aligned:

Organization Type	Possible Keywords
Organization that provides food to the elderly in their homes	Food services, food distribution, aging, elderly services, disabled, economically disadvantaged, etc...
Organization that provides education services to children 4–18 years of age	Youth services, education, children services, youth development, child development, etc...
Organization that provides shelter and food to homeless men, women, and children	Adults, children services, youth services, food distribution, economically disadvantaged, homeless, human services, housing/shelter, etc...

Each keyword may also have many different sub-keywords within it. For example, in the Foundation Directory Online (discussed in detail in the next section of this chapter) the “youth development” keyword has 23 different sub-groups to help target your queries to return the best possible matches for your needs. Keywords should not only focus on your organization’s mission but also on the people your organization serves. For example, if the organization in the third example in the table above also serves people with alcohol or drug addictions, those groups should be an additional set of keywords selected. Keyword selection is a critical part of the prospect process and should not be taken lightly. Given the amount of grants possible and the varying amounts of projects that grant makers fund, each keyword could likely provide hundreds of possible funders for your organization.

Take time to prepare adequately for your prospecting work; the more time you put into preparation, the better your results. You must understand how, why, and where your organization provides services to prepare properly. You may want to keep a notepad handy to keep track of your keyword combinations. Each prospector will develop his/her own prospecting strategies through trial and error, but as long as you have the “how, why, and where” of your organization, the prospecting process will be much easier.



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HOW TO SEARCH GRANT DATABASES

Now it is time to start the grant database search process. Ensure that you have all of the information you gathered during the preparation process within reach. A good strategy for searching is to familiarize yourself fully with the organization or the particular program that you are going to prospect. This will help you avoid backtracking and reading up on something that you may have missed in the preparation process. During the search process, keep track of the keywords that you have used so that you do not spend valuable time prospecting the same keywords repeatedly. Also, many of the databases have similar keyword options, so keeping track of your keywords could become a valuable timesaver.

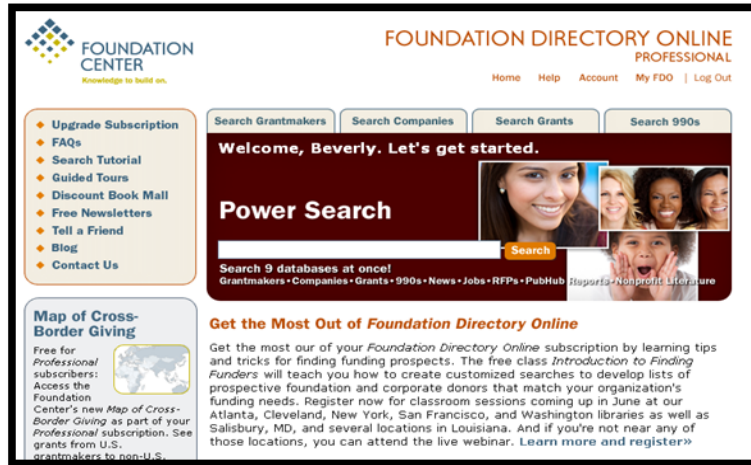
Two other tools will be helpful to you in this process: the *Grant Prospect Worksheet* and *Grant Prospect Database (GPD)*. Use the *Grant Prospect Worksheet* to keep detailed notes about each of the most relevant grant makers you find. Use the *GPD* at the end of your prospecting work to list all of the potential opportunities. This can be a useful tool for reporting your work to the executive director or Board of Directors.

The databases highlighted in this chapter are either free or subscription-based: Foundation Directory Online, Grant Spy, GrantStation, Christian Foundation Grants, Urban Ministry, Grants.gov, AFI Grants Navigator, Fundsnet, and the Chronicle of Philanthropy. The maxim "You get what you pay for" rings true in this case: the best and most up to date databases cost the most money (some more than \$1,000 a year). Check with your local library to see if they have purchased subscription-based databases for community use. Many libraries in larger cities provide a committed computer for grant prospecting, and some have professionals available to help.

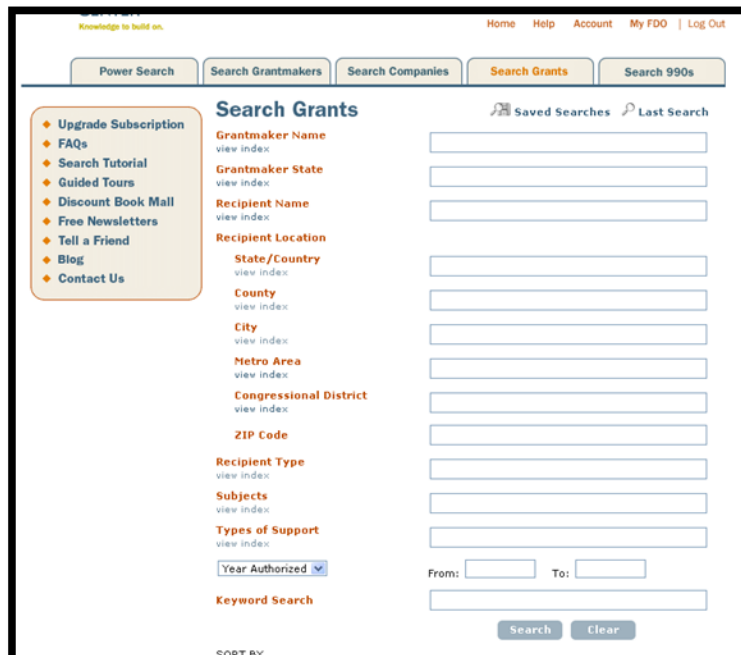
Foundation Directory Online (FDO):

<http://foundationcenter.org/findfunders/fundingsources/fdo.html>

The Foundation Director is a subscription-based database. To begin searching, first you must login to FDO. Then click on the “Search Grants” tab on the opening page.



For all of the search options, the *view index* link is the easiest way to input information into the dialog boxes. In the next window, click on the *view index* link under “Recipient Type” and do a thorough search under all letters for similarities to the keywords that you identified during the preparation process.



Next, look under “Recipient Location” and fill in the information: the state your organization is located in and the counties your organization serves. Then, click on “Types of Support” and put in the necessary information utilizing the *view index* link. You must put in the years of grant giving that you would like to search, then click search. You will receive a list of all the grant makers that funded projects similar to your organization in your local area. These funders are the most likely to give to your organization because they have a history of giving in your area and will most likely do so again. Place the most relevant matches into the *GPD*, and move on to the next step. Do not search for grants authorized more than five years ago. This will likely skew the results with foundations that may no longer exist.

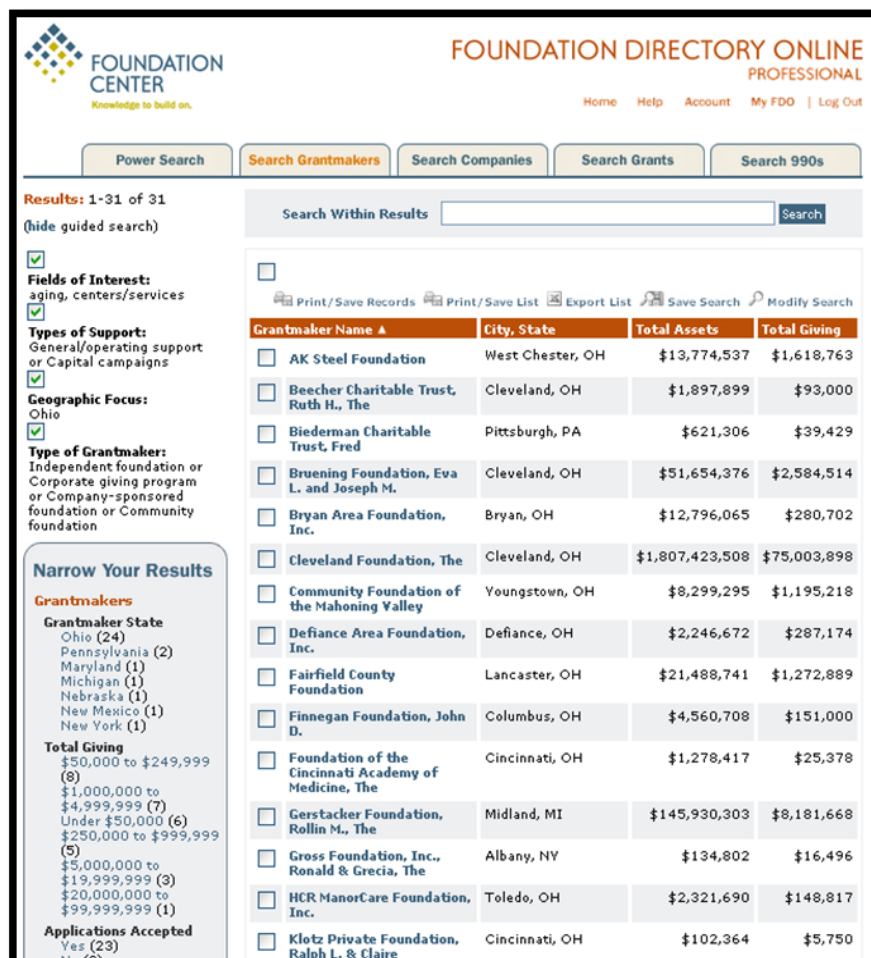


The screenshot shows the "FOUNDATION DIRECTORY ONLINE PROFESSIONAL" search interface. At the top, there are navigation links for Home, Help, Account, My FDO, and Log Out. Below this is a search navigation bar with tabs for Power Search, Search Grantmakers (highlighted), Search Companies, Search Grants, and Search 990s. The main content area is titled "Search Grantmakers" and includes a sidebar with links like Upgrade Subscription, FAQs, Search Tutorial, Guided Tours, Discount Book Mall, Free Newsletters, Tell a Friend, Blog, and Contact Us. The search form contains several fields: Grantmaker Name, Grantmaker Location (with sub-fields for State, County, City, Metro Area, Congressional District, and ZIP Code), Fields of Interest, Types of Support, Geographic Focus, Trustees, Officers, and Donors, and Type of Grantmaker. There are also dropdown menus for Total Giving and From/To date ranges. A checkbox option is present to "Exclude grantmakers not accepting applications." At the bottom, there are "Search" and "Clear" buttons, and a "SORT BY" section with radio buttons for Total Giving, Total Assets, and Alphabetic, each with sub-options for Ascending and Descending.

Next, click on the “Search Grantmakers” tab. You will notice this tab has similarities to the “Search Grants” tab, but the search titles and parameters are slightly different. Also, utilize the *view index* link in this tab to increase the viability of your searches. Click on the “Fields of Interest” view index and search through the alphabetical listing of all of the topics and click the ones that are closest to the keywords that describe your organization’s interest. (It should be noted that it may produce a very large amount of grant makers to look through one-by-one. To alleviate this, limit the searches to a couple of fields of interest at a time.)

The next step is to put in the same “Types of Support” that you listed under the “Search Grants” tab. Next, put your organization’s state into the “Geographic Focus” dialog box. If your organization is larger than a community nonprofit, choose “National” in the *view index* section as well. Moving on to the “Types of Grantmaker” section, choose community foundation, company-sponsored foundation, corporate giving program, and independent foundation. This will allow you to get the most accurate results from your search query. Click the “Exclude grant makers not accepting applications” if you would like to disregard the grant makers that are not accepting unsolicited proposals. (According to the majority of grant makers, they do not update their fact sheets as often as they should and this information may be incorrect. The best thing to do if it matches your organization’s programming is to place it into the *GPD*, and add a note beside the foundation’s name to indicate you need to verify their guidelines and information.)

As an example search, I have chosen a nonprofit that serves the elderly or aging. This nonprofit is only looking for capital and operating support, and I have chosen the four types of grant makers listed above. After clicking “Search”, I can see that there are 31 results from this particular search query.



FOUNDATION CENTER
Knowledge to build on.

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Home Help Account My FDO Log Out

Power Search Search Grantmakers Search Companies Search Grants Search 990s

Results: 1-31 of 31
(hide guided search)

Fields of Interest:
aging, centers/services

Types of Support:
General/operating support or Capital campaigns

Geographic Focus:
Ohio

Type of Grantmaker:
Independent foundation or Corporate giving program or Company-sponsored foundation or Community foundation

Narrow Your Results

Grantmakers

Grantmaker State
Ohio (24)
Pennsylvania (2)
Maryland (1)
Michigan (1)
Nebraska (1)
New Mexico (1)
New York (1)

Total Giving
\$50,000 to \$249,999 (8)
\$1,000,000 to \$4,999,999 (7)
Under \$50,000 (6)
\$250,000 to \$999,999 (5)
\$5,000,000 to \$19,999,999 (3)
\$20,000,000 to \$99,999,999 (1)

Applications Accepted
Yes (23)
No (8)

Search Within Results [] Search

Print/Save Records Print/Save List Export List Save Search Modify Search

Grantmaker Name	City, State	Total Assets	Total Giving
<input type="checkbox"/> AK Steel Foundation	West Chester, OH	\$13,774,537	\$1,618,763
<input type="checkbox"/> Beecher Charitable Trust, Ruth H., The	Cleveland, OH	\$1,897,899	\$93,000
<input type="checkbox"/> Biederman Charitable Trust, Fred	Pittsburgh, PA	\$621,306	\$39,429
<input type="checkbox"/> Bruening Foundation, Eva L. and Joseph M.	Cleveland, OH	\$51,654,376	\$2,584,514
<input type="checkbox"/> Bryan Area Foundation, Inc.	Bryan, OH	\$12,796,065	\$280,702
<input type="checkbox"/> Cleveland Foundation, The	Cleveland, OH	\$1,807,423,508	\$75,003,898
<input type="checkbox"/> Community Foundation of the Mahoning Valley	Youngstown, OH	\$8,299,295	\$1,195,218
<input type="checkbox"/> Defiance Area Foundation, Inc.	Defiance, OH	\$2,246,672	\$287,174
<input type="checkbox"/> Fairfield County Foundation	Lancaster, OH	\$21,488,741	\$1,272,889
<input type="checkbox"/> Finnegan Foundation, John D.	Columbus, OH	\$4,560,708	\$151,000
<input type="checkbox"/> Foundation of the Cincinnati Academy of Medicine, The	Cincinnati, OH	\$1,278,417	\$25,378
<input type="checkbox"/> Gerstacker Foundation, Rollin M., The	Midland, MI	\$145,930,303	\$8,181,668
<input type="checkbox"/> Gross Foundation, Inc., Ronald & GreCIA, The	Albany, NY	\$134,802	\$16,496
<input type="checkbox"/> HCR ManorCare Foundation, Inc.	Toledo, OH	\$2,321,690	\$148,817
<input type="checkbox"/> Klotz Private Foundation, Ralph L. & Claire	Cincinnati, OH	\$102,364	\$5,750

After clicking on the individual foundation, FDO will show you a synopsis of where the foundation is located, contact information, why it was created, the area in which it gives, the foundation’s supporting activities, the types of support they provide, the methods of applying for support, a listing of officers and trustees, the total amount of money within the foundation’s accounts, and grants that they have provided to other organizations—this section details how much was given, to whom it was given, what type of support it was, and most importantly what type of programs or organizations the grant maker funded. All this information should assist you in deciding whether or not this particular grant maker is a good prospect for your organization or if your time would be better spent elsewhere. If the foundation is a good match, this page can be helpful in completing you GPD. Below is a small sample of the provided information.

FOUNDATION DIRECTORY ONLINE
PROFESSIONAL

AK Steel Foundation

[Next Record»](#)
[Close Window](#)

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Profile
Search Grants
Map Grants
Chart Grants
Company

Profile

Last Updated: 8/3/2010

Jump To

- Additional Contact Information
- Online Communications
- Donor(s)
- Background
- Limitations
- Purpose and Activities
- Program Area(s)
- Fields of Interest
- Geographic Focus
- Types of Support
- Application Information
- Officers and Trustees
- Staff
- Financial Data
- Additional Location Information
- Selected Grants

At A Glance

AK Steel Foundation
 9227 Centre Pointe Dr.
 West Chester, OH 45069-4822
 Telephone: (513) 425-5038
 Contact: Alan H. McCoy, Exec. Dir.

Type of Grantmaker
 Company-sponsored foundation

IRS Exemption Status
 501(c)(3)

Financial Data
 (yr. ended 12/31/09)
 Assets: \$13,774,537
 Total giving: \$1,618,763

EIN
 311284344

990-PF
 2009 2008 2008 2007 2006 2005 2004 2003 2002

Map Grants


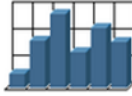


Chart Grants



Tools

E-mail

Print/Save

Add to My Alerts

Tag this record:

+ Choose from your tags

Additional Contact Information Top of Page ▲

Application address for scholarships: c/o Middletown Community Foundation, 36 Donham Plaza, Middletown, OH 45042, tel.: (513) 424-7369; URL: <http://www.mcfoundation.org>

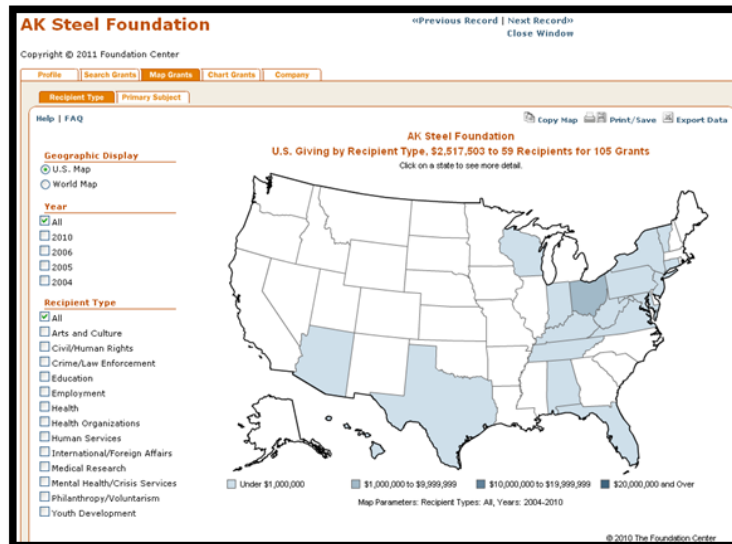
Online Communications Top of Page ▲

AK Steel Scholarships

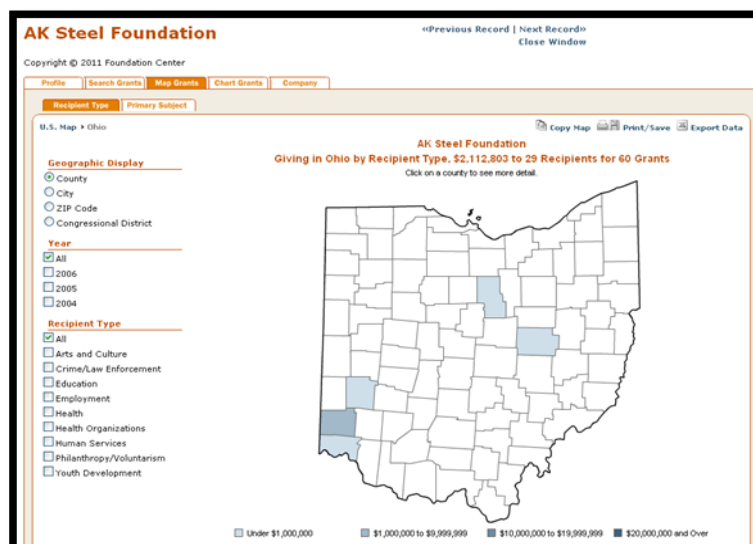
Donor(s) Top of Page ▲

AK Steel Corp.
 Kawasaki Steel Investments, Inc.

If you have made it to this point and believe that this grant maker would be a good match for your organization, click on “Map Grants” in the upper right corner. It will provide a map of the United States that shows the states in which the grant maker has awarded funds to organizations. As you can see in the example below, the AK Steel Foundation has awarded funds in many states, but its primary focus is on Ohio.



At this point, since my sample nonprofit is in Ohio, I click on the state of Ohio. I then get a by county break down of where this foundation has funded organizations. This tool is essential in determining if this particular foundation will fund your organization. As you can see from the example, AK Steel Foundation funds more projects in southwestern Ohio than elsewhere in the state. If my organization is in that area or very close to it, the probabilities of this foundation supporting your organization rise dramatically.





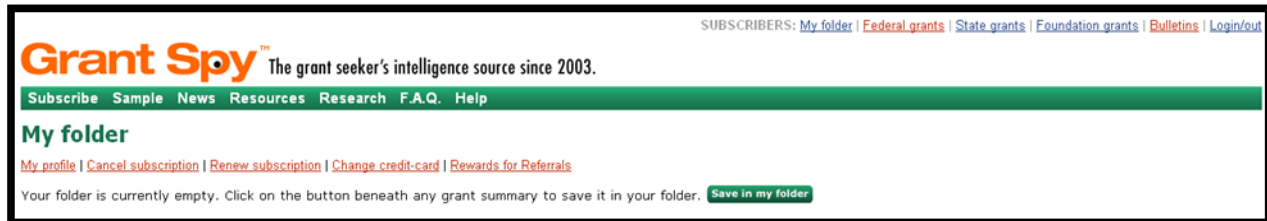
GRANTS PRIMER: *How to Find Grants*

I have chosen AK Steel Foundation to go into my *GPD*, but I do not know how much funding would be appropriate for my sample nonprofit to ask them for, in the proposal. There is no formula for deciding the appropriate amount. You must “feel” out the foundation and their giving amounts. One method to see how much they have given to organizations similar to yours is to use the “Chart Grants” function on the upper right-hand side of the fact sheet.

If you find a foundation that seems to be a good match for your organization, place the foundation’s information on a *Grant Prospect Worksheet*. Similar to the majority of the online databases discussed in this chapter, it will take time to learn how to navigate and use FDO properly.

GrantSpy: www.GrantSpy.com

GrantSpy is a subscriber service and can be used to search for federal, state, and foundation grants across the country. For this example, a search through foundation grants will be used, but the search function is the same for each type of search. First, login to GrantSpy.



Next, click “Foundation grants”. For searching in GrantSpy, there is a category dialog box that has a listing of many different focuses for your organization to use. Limit the use of too many keywords at one time to allow for easier prospecting. Ensure that you click on the circle beside “any words” to allow for better results related to your query, then click search.



The results produced will show funder names, a summary of why the foundation was created, and what the foundation’s support focus is. If the foundation has a website where more information can be provided, it is shown here as well. GrantSpy has a “Save in my Folder” function that will allow you to save the foundations that you believe to be a good match for your organization.

SUBSCRIBERS: [My folder](#) | [Federal grants](#) | [State grants](#) | [Foundation grants](#) | [Bulletins](#) | [Login/out](#)


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Funding opportunities from foundations, corporations, & charities

Region: **Ohio**, Deadline: **any**, Category: **Elderly, disabled**, Keywords: **aging**, Results: 6

Funder: **MetLife Foundation**
 Program: Corporate Contributions (Health, Education, Culture, Civic affairs)
 Summary: The Foundation was established to support educational, health and civic and cultural organizations. Our goals are to strengthen communities, promote good health and improve education. Requests are accepted and reviewed throughout the year. (1) Health. To help people make more informed decisions about their health, grants are directed toward national health promotion and education initiatives, substance abuse prevention, youth health and fitness, healthy aging and research on Alzheimer's disease. (2) Education. As part of our commitment to education, we provide support to improve the education system, include the classroom teacher in the process, involve parents and provide children with resources and opportunities they need to succeed. (3) We provide grants to a variety of cultural organizations throughout the country. (4) Civic Affairs. Foundation grants help to address the challenges that face children, families, minority groups, and the disadvantaged by supporting programs that create affordable housing, increase after-school programs and improve community services.

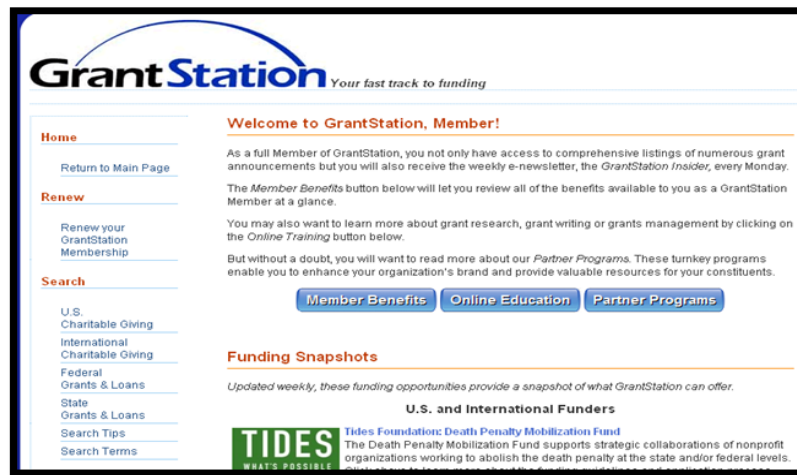
Update: Apply for the 2010 Museum and Community Connections Program by October 15, 2010.
 Deadline: Open
 URL: [More information](#) 

Funder: **Archstone Foundation [CA]**
 Program: Preparing society to meet the needs of an aging population
 Summary: The Foundation's mission is to prepare society to meet the needs of an aging population. This mission is accomplished through strategic initiatives and responsive grantmaking. The Foundation's funding priorities are Fall Prevention, Elder Abuse, End-of-Life, and Responsive Grantmaking. During the planning and early stages of the Foundation's strategic initiatives, the structure of the Foundation's opportunities will consist of responsive grants

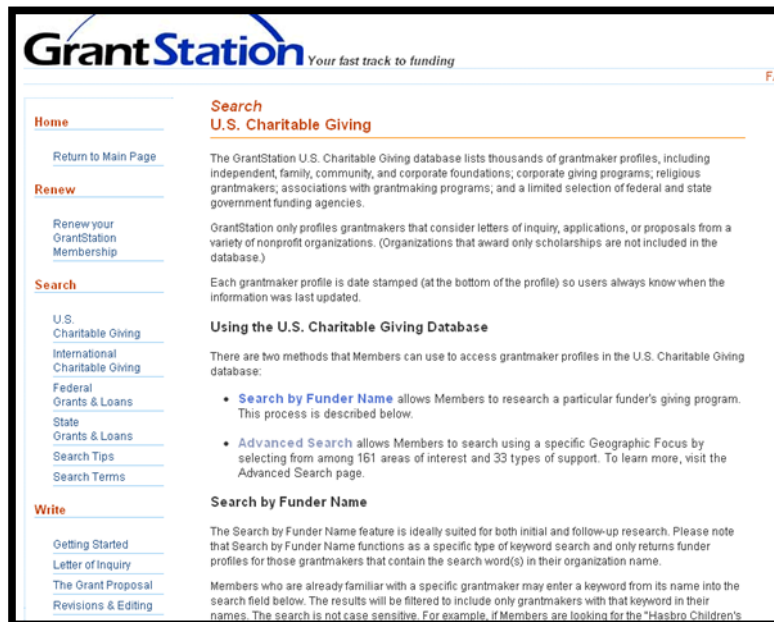
If you find a foundation that seems to be a good match for your organization, place the foundation's information on a *Grant Prospect Worksheet*.

GrantStation – www.grantstation.com

GrantStation is a subscriber service that can also be used to search federal, state, and foundation grants from around the country. (The sample search from previous databases will be used.) After logging in to GrantStation, for this example, click on “U.S. Charitable Giving” (located on the left side of the page).



Next, click on advanced search (located in the middle of the page).



The advanced search function for GrantStation then will walk you through three steps to start your search. The first step is the “Geographic Focus,” or the state that the grant maker distributes funds. The second step is the “Areas of Interest”. Much like FDO, GrantStation provides many examples that you can “check.” Although, there is a limitation in that you can only “check” three areas of interest. The last step is selecting the type of support that your organization is attempting to have funded. This also utilizes the check boxes like the previous steps. (The “Types of Support” in GrantStation are worded differently than in other databases; you should carefully consider the type of support you choose.)



GrantStation Your fast track to funding

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Renew
Renew your GrantStation Membership

Search
U.S. Charitable Giving
International Charitable Giving
Federal Grants & Loans
State Grants & Loans
Search Tips
Search Terms

Write
Getting Started
Letter of Inquiry

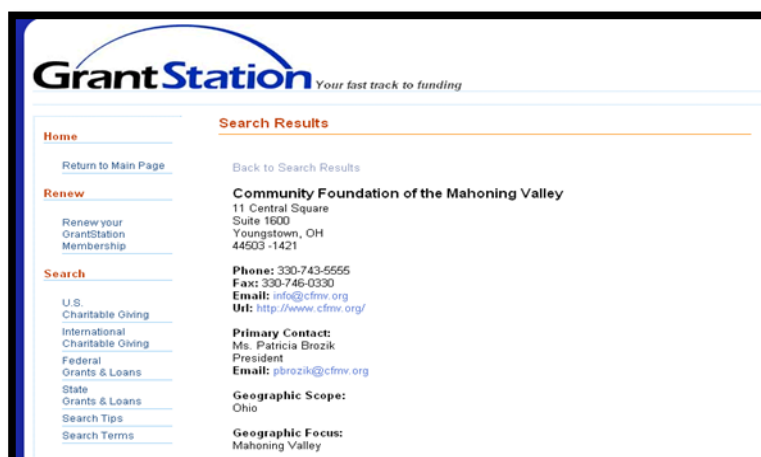
Search Results

Search Criteria:
Geographic Scope: Ohio
Areas of Interest: Seniors/Aging
Support Types: Project/Program Support

-- 49 Total record(s) found --
Sort by funder name
Sort by grant range
back to search page

Funder Name	Grant Range
Administrataff Corporate Contributions Program	\$500-\$5,000
Akron Community Foundation	Range Not Available
Albert G. and Olive H. Schlink Foundation	\$1,000-\$125,000
AmerisourceBergen Charitable Contributions Program	Range Not Available
Austin-Bailey Health and Wellness Foundation	\$1,500-\$50,000
Baltimore Life Companies Grants Program	Range Not Available
Barberton Community Foundation	Range Not Available
Community Foundation of the Mahoning Valley	Range Not Available
David Meade Massie Trust	\$1,000-\$20,000
Dominion Foundation	\$1,000-\$15,000

After clicking on an individual foundation, the database produces a synopsis of what that foundation chooses to fund and how to contact them. If you find a foundation that seems to be a good match for your organization, place the foundation’s information on a *Grant Prospect Worksheet*.



GrantStation Your fast track to funding

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Renew
Renew your GrantStation Membership

Search
U.S. Charitable Giving
International Charitable Giving
Federal Grants & Loans
State Grants & Loans
Search Tips
Search Terms

Search Results
Back to Search Results

Community Foundation of the Mahoning Valley
11 Central Square
Suite 1600
Youngstown, OH
44503 -1421

Phone: 330-743-5555
Fax: 330-746-0330
Email: info@cfmv.org
Url: http://www.cfmv.org/

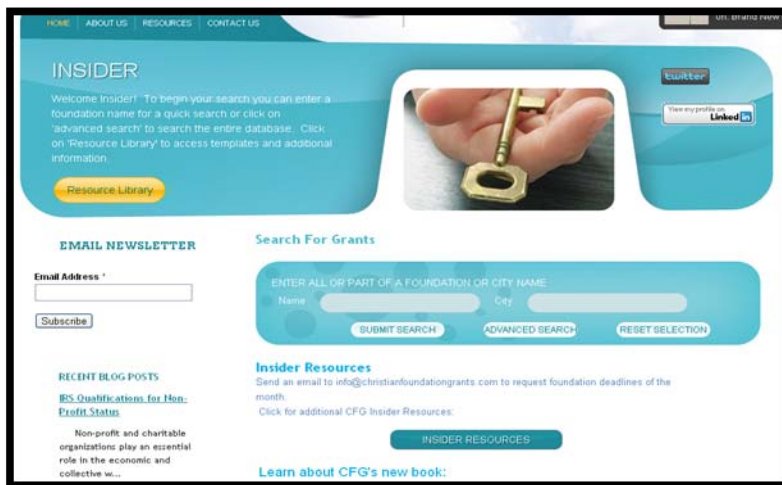
Primary Contact:
Ms. Patricia Brozik
President
Email: pbrozik@cfmv.org

Geographic Scope:
Ohio

Geographic Focus:
Mahoning Valley

Christian Foundation Grants (CFG) – www.christianfoundationgrants.com

The CFG database consists of funders that have given and will give to religious purposes, and like FDO it is a subscriber service. This service should only be used in conjunction with another database service due to the limits in foundation searches. The search functions on this site are very similar to FDO, therefore it is very important that you save your keywords and other information from the preparation phase. To begin your search, you must login using your subscriber information. After you are logged in, click the “Advanced Search” button in the middle of the page.



The screenshot shows the homepage of the Christian Foundation Grants (CFG) website. The main navigation bar includes links for HOME, ABOUT US, RESOURCES, and CONTACT US. A prominent "INSIDER" banner features a hand holding a key and a "Resource Library" button. Below the banner, there is an "EMAIL NEWSLETTER" section with an "Email Address" input field and a "Subscribe" button. The "Search For Grants" section is the central focus, containing a large search box with the instruction "ENTER ALL OR PART OF A FOUNDATION OR CITY NAME". This search box is divided into "Name" and "City" sub-inputs. Below the search box are three buttons: "SUBMIT SEARCH", "ADVANCED SEARCH", and "RESET SELECTION". To the right of the search box, there are social media links for "Twitter" and "LinkedIn". Below the search section, there is an "Insider Resources" section with a link to "INSIDER RESOURCES" and a "Learn about CFG's new book!" link. The footer of the page includes "RECENT BLOG POSTS" with a link to "ES Qualifications for Non-Profit Status" and a brief description of non-profit organizations.

The search section is broken down into dialog boxes that must be selected. This search section uses the same terms for everything except the keyword section. The keywords must be typed in and not chosen from a list. For this sample search, the same example from FDO will be used.

Advanced Search

Advanced Search Note: Any field may be left blank. [Click for search instructions.](#)

(Enter all or part of a foundation or city name)

Name:

City:

State: Select one or more states where Foundations may be located and click on the 'Add->' button.

New Mexico	<input type="button" value="Add->"/>	
New York	<input type="button" value="Add All->"/>	
North Carolina	<input type="button" value="Remove All"/>	
North Dakota	<input type="button" value="Remove All"/>	
Ohio	<input type="button" value="Remove All"/>	

Geographic Focus: Geographic Focus is an area where Foundations focus their grants. For example, a Foundation may be located in New York, but make grants predominantly in the Southwestern states. Select one or more areas and click on the 'Add' button.

Oregon	<input type="button" value="Add->"/>	Ohio	<input type="button" value="Add->"/>
Pennsylvania	<input type="button" value="Add All->"/>		
Puerto Rico	<input type="button" value="Remove All"/>		
Rhode Island	<input type="button" value="Remove All"/>		
South Carolina	<input type="button" value="Remove All"/>		

Type of Support: Select one or more Types of Support and click on the 'Add->' button.

Grants to individuals	<input type="button" value="Add->"/>	Capital Campaigns	<input type="button" value="Add->"/>
In-kind gifts	<input type="button" value="Add All->"/>	General/operating support	<input type="button" value="Add All->"/>
Income development	<input type="button" value="Remove All"/>		
Internship funds	<input type="button" value="Remove All"/>		
Land acquisition	<input type="button" value="Remove All"/>		

Foundation Type: Select one or more Types of Foundations and click on the 'Add->' button.

Operating foundation	<input type="button" value="Add->"/>	Community Foundation	<input type="button" value="Add->"/>
Public Charity	<input type="button" value="Add All->"/>	Company-Sponsored Four	<input type="button" value="Add All->"/>
	<input type="button" value="Remove All"/>	Corporate Giving Program	<input type="button" value="Remove All"/>
	<input type="button" value="Remove All"/>	Independent foundation	<input type="button" value="Remove All"/>

Fields of Interest: Enter a field of interest in the textbox below. Examples include 'catholic agencies', 'youth services', etc. [Click for a complete list of keywords](#)

You will notice the dialog box labeled “State” is empty. This is left empty because many foundations fund organizations outside of their home states; therefore, selecting a state would only limit the search. When the search query loads, it will come back with a listing of all the foundations in the database that match the keywords you entered. Because this subscriber service is more limited than FDO (and less expensive), the search query will produce far less results. By clicking on the individual foundation names once the search results are produced, you will bring up a short synopsis of the foundation (much like FDO).

If you find a foundation that seems to be a good match for your organization, place the foundation’s information on a *Grant Prospect Worksheet*.

Urban Ministry – www.urbanministry.org

Much like CFG, Urban Ministry is a database filled with foundations that have given or are willing to give to religious programs. However, unlike CFG, Urban Ministry is a free service. The first step is to go to the website and click on the “Christian Grants” tab at the top-right of the page.



Because this is a free service, the database does not have the number of foundations provided by subscriber services and searching is more difficult. For a faster and easier search method, click on “Grants” under “Browse Content”. Next, type in the geographic focus of your organization and one keyword from your preparation notes. Search the results to locate any possible foundations that have interests similar to your organization.



If you find a foundation that seems to be a good match for your organization, place the foundation's information on a *Grant Prospect Worksheet*.

Grants.gov – www.grants.gov

Grants.gov is a free service showing all the grant opportunities the federal government releases. The first step is to click on “Find Grant Opportunities” on the left side of the page.



The screenshot shows the Grants.gov homepage. At the top, there is a navigation bar with links for Search, Contact Us, Site Map, Help, RSS, and Home. The main header features the Grants.gov logo and the slogan "Find. Apply. Succeed." Below this, a central banner for RECOVERY.gov highlights grant opportunities related to the American Recovery and Reinvestment Act. The left sidebar contains a "FOR APPLICANTS" section with links for Applicant Login, Find Grant Opportunities, Get Registered, Apply for Grants, Track My Application, and Applicant Resources. The right sidebar includes a "Sign-up for our 'Succeed' Quarterly Newsletter" and "Quick Links" for various user actions.

If you do not have a specific opportunity that you heard from a colleague or email, the best option is to click on “Advanced Search”. The searching options for Grants.gov are limited to dialog boxes; ensure you search through each one and click on the option that most closely resembles your organization or what type of funding you are searching for. (When searching, always “check” the box for “Open Opportunities”. This will allow only opportunities that are currently available to appear in the results.)



The screenshot shows the Grants.gov search page. The breadcrumb trail reads "Home » For Applicants » Find Grant Opportunities". The main heading is "FIND GRANT OPPORTUNITIES". Below this, there is a brief overview of discretionary grants and a note that users do not need to register to find opportunities but must register to apply. The "Search Grant Opportunities" section features five search options, each with a corresponding button: "Basic Search", "Browse by Category", "Browse by Agency", "Advanced Search", and "Find Recovery Act Opportunities".



GRANTS PRIMER: *How to Find Grants*

This will likely produce many results that must be read through individually. The best option on this site (along with many others), is to join the mailing list that will supply you with opportunities in your email on a daily basis. Join the list at:
http://www07.grants.gov/applicants/email_subscription.jsp.

If you find a foundation that seems to be a good match for your organization, place the foundation's information on a *Grant Prospect Worksheet*.



GRANTS PRIMER: *How to Find Grants*

AFI Grants Navigator - <http://grantnavigator.afisystems.com>

Grants Navigator is a subscriber service that produces grant opportunities from the Federal government. Its search functions are easier to use than Grants.gov, but it is not free. The website is arranged to allow you to save your information so it does not have to be entered each time you search, and has dialog boxes to choose all the information. After logging in, choose your agencies "Funding Eligibility". This is what type of organization you are searching for: nonprofits, schools, higher education centers, etc. The next step is to choose which funding agencies' opportunities to search through (the best option here is to choose "all agencies"). Next, choose what type of funding your organization is looking for (below is a breakdown of the categories):

Federal Funding Categories

Search will include all funding categories by default, or you can refine the search by selecting specific categories.

[Click for available Categories >>](#)

- | | |
|--|---|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Arts |
| <input type="checkbox"/> Business & Commerce | <input type="checkbox"/> Community Development |
| <input type="checkbox"/> Consumer Protection | <input type="checkbox"/> Disaster Prevention & Relief |
| <input type="checkbox"/> Education | <input type="checkbox"/> Employment, Labor & Training |
| <input type="checkbox"/> Energy | <input type="checkbox"/> Environment |
| <input type="checkbox"/> Food & Nutrition | <input type="checkbox"/> Health |
| <input type="checkbox"/> Housing | <input type="checkbox"/> Humanities |
| <input type="checkbox"/> Income Security & Social Services | <input type="checkbox"/> Information & Statistics |
| <input type="checkbox"/> Law, Justice & Legal Services | <input type="checkbox"/> Natural Resources |
| <input type="checkbox"/> Others | <input type="checkbox"/> Recovery Act |
| <input type="checkbox"/> Regional Development | <input type="checkbox"/> Science & Technology, R&D |
| <input type="checkbox"/> Transportation | <input type="checkbox"/> Transportation |

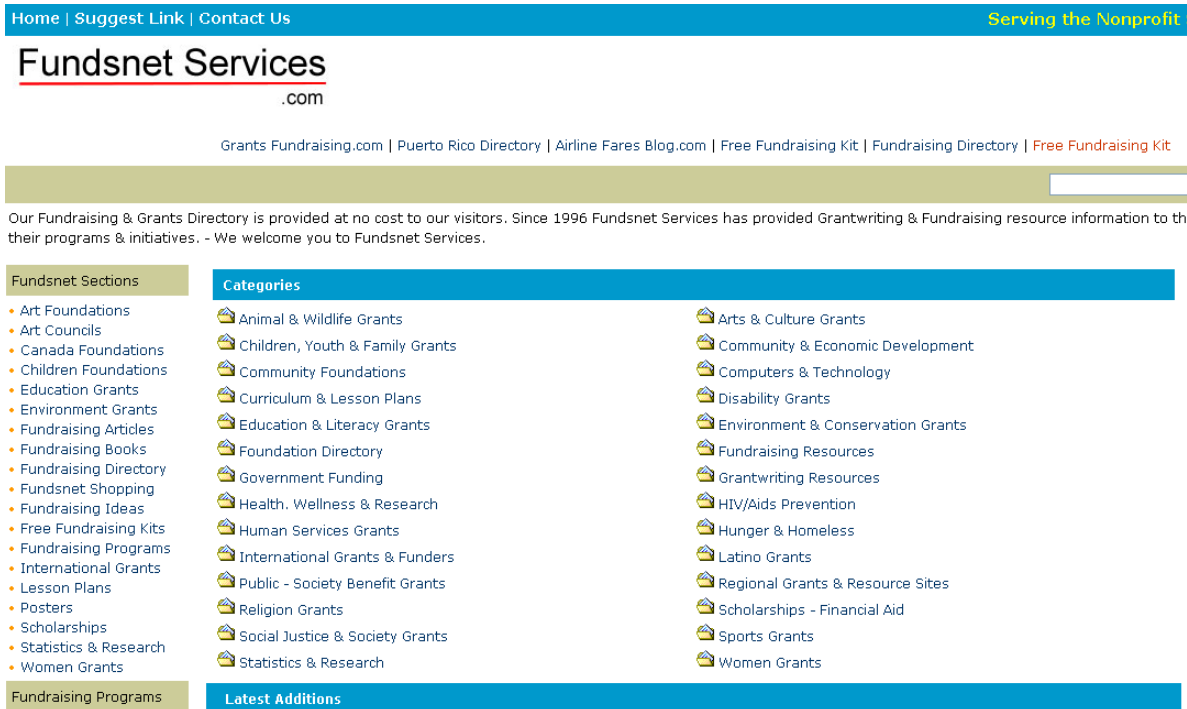
[Search for Grants](#)

Much like Grants.gov, this search will produce a lot of results. Do not let this dissuade you from prospecting out federal grant opportunities. Federal grant opportunities may be difficult to apply for, but the grant awards are usually much larger than those from private foundations.

If you find a foundation that seems to be a good match for your organization, place the foundation's information on a *Grant Prospect Worksheet*.

Fundsnet - www.fundsnet.com

Fundsnet is a free service that breaks down grant opportunities into categories for ease of prospecting. However, the results must be looked through carefully to ensure the grant maker is willing to provide funds in your area.



The screenshot shows the homepage of Fundsnet Services. At the top, there is a navigation bar with links for Home, Suggest Link, Contact Us, and a tagline 'Serving the Nonprofit'. Below this is the main heading 'Fundsnet Services' with the domain '.com'. A secondary navigation bar lists various services like Grants Fundraising.com, Puerto Rico Directory, etc. A search bar is present on the right. A paragraph states that the directory is provided at no cost and has been since 1996. The main content area is divided into three columns: 'Fundsnet Sections' (listing various grant types and resources), 'Categories' (listing specific grant categories like Animal & Wildlife Grants, Arts & Culture Grants, etc.), and 'Latest Additions'.

Much like other free grant databases, Fundsnet does not provide the number of results or types of search options that the subscription-based databases provide. However, it is still a viable database that should be used in conjunction with other grant databases.

If you find a foundation that seems to be a good match for your organization, place the foundation's information on a *Grant Prospect Worksheet*.



GRANTS PRIMER: *How to Find Grants*

The Chronicle of Philanthropy – philanthropy.com

The Chronicle of Philanthropy is a subscription news service for nonprofit organizations. It provides print and digital copies of the latest nonprofit news, fund-raising success stories, management advice, grant announcements, and job opportunities. On the website there is a free subscriber service that will allow you to see limited sections of the website and receive emails everyday filling you in on the most recent news in the nonprofit world. These news stories will allow you to track philanthropic trends in real time. If you find a foundation that seems to be a good match for your organization, place the foundation's information on a *Grant Prospect Worksheet*.

OTHER PROSPECTING OPTIONS

While other methods (Google, Bing, etc.) may produce viable results for your needs, they are simply unreliable. More often than not, you will find limited results or grant opportunities whose deadlines have already passed. However, when conducting grant prospecting you should utilize all tools available to you. Conduct a few searches using these search engines, but do not spend large amounts of time on them.

WRAP-UP

There are many positives to using subscription-based databases for grant prospecting. They are updated frequently, allowing you to see the grant maker's most recent giving priorities and grant proposal submission information. They also show you whether or not the foundation is currently active—knowing if the grant maker is still functioning is important because you do not want your organization to waste valuable resources preparing proposals for grant makers who will never review your request. They capture hundreds of thousands of foundations, maintaining highly-detailed information such as up-to-date contact information. Cultivation is fundamental in grant seeking, and this database functionality allows for easier grant cultivation and streamlines the submission process. Depending on your organization's budget, subscription-based databases may be out of reach. However, the benefits of the subscription services far outweigh the negatives of free online databases. Free databases are just too limited in their result outputs and may have outdated information that can be detrimental to the grant prospecting process.

As you get started on your prospecting journey, remember to keep all of your prospecting preparation materials at hand. Maintain lists of the keywords you use. Allow yourself ample time to do a thorough search. It takes time to get into the rhythm of prospecting, but with experience you will help your organization yield measurable gains in grant revenue.

Remember:

- Preparation
- Planning
- Understanding prospective grant makers' priorities
- Cultivating grant makers



GRANTS PRIMER: Prospecting Tools

GRANT PROSPECTING PREPARATION QUESTIONNAIRE

Grant Funding Priorities

Why is this (or these) the priority and how did you come to that decision?

Problem Statement

Solution Statement

Why are you best suited to solving this problem?



GRANTS PRIMER: Prospecting Tools

How Project Relates to Mission

Key Words _____, _____, _____,
_____, _____, _____,
_____, _____, _____

Constituency Groups

Total Estimated Project Cost \$ _____

Project Timeline _____

Personnel \$ _____

Facilities Used/Required \$ _____



GRANTS PRIMER: Prospecting Tools

Supplies or Equipment Needed \$ _____

Current Partners and Their Roles

Are any partners considered project leaders? Which one(s)?

Potential Partners

What foundation or corporate board contacts do you or your partners have?



GRANTS PRIMER: Prospecting Tools

With which foundations or corporate boards are you and your partner organizations' boards familiar? Which are already dedicated to other projects?

List any fraternal groups, social clubs, or professional organizations to which you or your partners belong.



GRANTS PRIMER: Prospecting Tools

ORGANIZATION SUMMARY SHEET

Summarize the population that your organization serves, how they serve that population, and where they serve them. Make it brief yet informative. Keep this information at hand for the entire grant prospecting process.

GRANT PROSPECT WORKSHEET

Date:		
Potential Grant Provider Information		
Name		
Address		
Email		
Website		
Contact Person		
Financial Information		
Grant Amounts Given The Previous Year		
Is This Funder a Match for your Organization?	Funder	Your Organization
Interests	1.	1.
	2.	2.
	3.	3.
Geographic Focus		
Type(s) of Support		
Population(s) Served		
Application Information		
Initial Approach (letter of inquiry, formal proposal)		
Deadline(s)		
Board Meeting Date(s)		
Notes:		
Follow-up:		

Possible Grant Maker	Point of Contact	Grant Maker Address	Website (If Provided)	Types of Support Given	Fields of Interest	Deadline for next LOI or Proposal

TOTAL

GOAL
