Nine Ways to Turbocharge Your Grant Seeking

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1. Focus on the *right* grants

Ask yourself: does this grant help our *planned* growth?

Three considerations:
- Will it help us expand or improve?
- Will it change how others think about us?
- Can we manage the expectations of the donor?
How much of our grant support is covers planned growth vs. unplanned growth?

2. Set **two** kinds of grant seeking goals

<table>
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<th>Operating Costs</th>
<th>Program Maintenance</th>
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<td>Sustaining</td>
<td>Goals</td>
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<tr>
<td>Investment</td>
<td>Program Enhancement and Expansion</td>
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How much of our goal relates to carrying costs vs. expansion/enhancement expenses?

**METRIC**

1. Sustaining: Keeps your program operational year to year
2. Investment: Supports program creation, expansion and enhancement

3. Think “sustaining” and “investment” grants
What is the ratio of investment grants to sustaining grants?

3. Make sure you have the right grant makers on your list

Does the grant maker fund projects and organizations similar in size and scope?
Am I competitive due to fit/connections?
Will the funder’s grant make a difference?
Can I make the case that funding my organization/project will further the grant maker’s work?
Of the most prominent foundations supporting causes like mine:

1. How many are on your donor list?

2. How many are among your most accessible prospects?

METRICS

5. Build your VQ (Visibility Quotient)

- Promotes your mission, programs, accomplishments
- Demonstrates you are a thoughtful and connected leader
- Builds credibility
1. How well known are we?
2. Is our visibility generating interest among grant makers?

METRICS

6. Strengthen Your Network

Peer Networks
Grantor Networks
Includes both Staff and Board
1. How many meetings did we secure?
2. How many potential grantors did we add to our network?

**METRICS**

7. **Build a Bigger Footprint**

This is important when it comes to reframing your case and asking for larger grants.

Nonprofits must demonstrate reach and impact.
How to Build Your Footprint

For larger organizations
- Opening new sites
- Replicating your program in different sites

For smaller organizations
- Collaborations and consortia

1. How broad is our reach?
2. Are we leveraging through growth, replication, partnering?

METRICS
8. Think Strategic Agenda

You have a case: why, what, when, how much

Think further: “Over the next 18 to 24 months, we will

Identify how grants will allow you to meet your goals, objectives

1. Have we identified an 18-24 month strategic agenda?
2. Have we made a clear connection between the goals and growth of our programs and this agenda?

METRICS
9. Know Your Destination and Have a Map

Clear picture of how your program is evolving: what is growing, what must change, what must be added?

Use this picture to change the conversation

1. Beyond our 18-24 month strategic agenda, where are we going next?
2. Do we have exciting new opportunities on the horizon to engage a grantor?
For more information

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