



Conservation
Lands
Foundation

The Art of Grant Writing for Non-Profit Conservation Organizations

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AGENDA



- The Basics: Developing a Strong Proposal
 - Mapping out your request
 - Goals, objectives, activities, outcomes
 - Tips and techniques for effective proposal writing
- After You Get the Grant: Reporting and Building Synergistic Relationships with your Funders
 - Manage deadlines and expectations
 - Listen and be responsive
 - Importance of communications
- Resources
- Questions

**IN THE MAGICAL WORLD
OF GRANT WRITING**

**MINUTES FEEL LIKE DAYS
AND DAYS FEEL LIKE YEARS**

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Successful Funder Cultivation Starts Prior to the Grant

Listen

Be Responsive

Follow
Directions

Tell Your Story



MAPPING OUT YOUR REQUEST



- As soon as you receive or identify the proposal request, download and review the necessary components and guidelines
- Read instructions, and read them again – carefully
- Understand and start to compile required attachments
- If an online submission form, create a Word document in which to write and edit your proposal
- Make sure your request aligns with your budget and mission

GOALS, OBJECTIVES, OUTCOMES



Goals	What you are trying to accomplish at organizational or programmatic level.
Strategies	A plan(s) of action designed to achieve a particular goal.
Objectives	The anticipated results of your work to which you plan to hold yourself accountable.
Activities & Outputs	The work you will undertake to meet your goals and objectives.
Outcomes	Specific improvements that occur as a result of your work (e.g., improved public land management policy that results in protection of x acres of land). An outcome is not the writing of Op-Eds or outreach to a number of community members. Outcomes occur over time ranging from short-term to longer-term (or “ultimate” outcomes).

FOR EXAMPLE



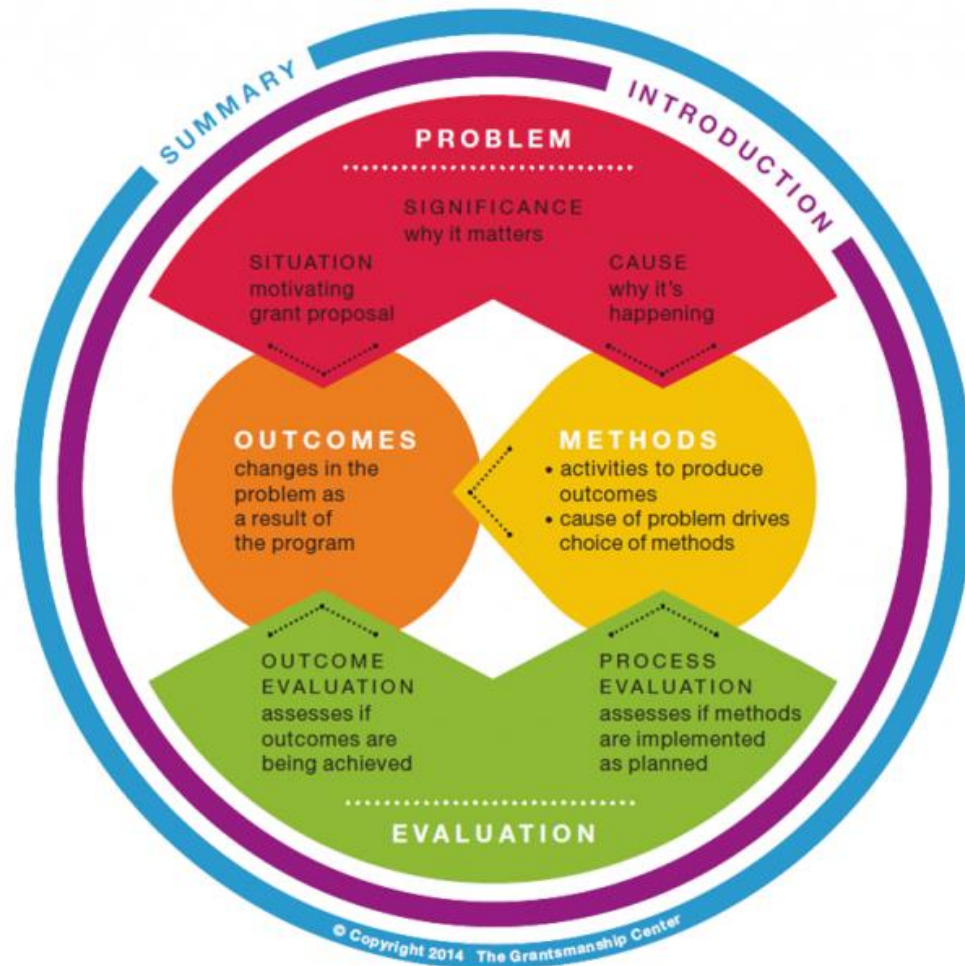
Goals	Ninety percent of the National Conservation Lands' flagship units have a dedicated and action-oriented grassroots constituency.
Strategies	Build, diversify and strengthen local and national support for the National Conservation Lands.
Objectives	A strong, diverse and powerful grassroots constituency is prepared, able and willing to defend their local lands and the system as a whole.
Activities	Cultivate, support and empower local constituencies to be influential advocates and stewards of their public lands. Connect local voices with key decision makers. Provide training and mentoring, and financial resources via grant making.
Outputs	## of trainings; # of fly-ins; \$ of money granted; # of Op-Eds
Outcomes	Ultimate Outcome: The National Conservation Lands are not reduced in size and retain their designations and the protections afforded to them; Shorter-term Outcome: % of groups take part in trainings and advocacy; Broad local support is displayed through supportive media and public support.

TIPS & TECHNIQUES



- Tell your story with urgency and relevancy
- Make clear points and substantiate by putting your organization and ideas into context – how does your work related to the funder's goals?
- Write persuasively – use active language
- Brevity is key
- Know your audience and tailor your narrative to your funder's interests
- Use anecdotes and personalize your story

MORE TIPS & TECHNIQUES



Tell Your Story



AFTER YOU GET THE GRANT



- Thank your funder
- Read the grant agreement
- Record the grant reporting deadlines
- Don't forget to THANK your funder
- Establish ongoing communications - share success, failures, or strategic shifts and transitions in timely manner
- Reach out to your program officers at pivotal moments or following events – send something as simple as a photo with a caption

CONNECT FUNDING TO YOUR STORY



PUT WORDS TO ACTION



- Reach out to someone and ask for feedback on your next proposal
- With your next request or program, try mapping out your goals, strategies and activities first and then tie them to your organization's strategic plan
- Calendar an activity or event that is taking place and share a quick snapshot and/or story with a funder
- Call a current funder and ask questions, just check in and listen (and potentially ask if they have ideas of other funders who may be interested in your work)

RESOURCES



- The Foundation Center/Guidestar = Candid. – www.foundationcenter.org
- The Grantsmanship Center – www.tgci.com
- Chronicle of Philanthropy – www.philanthropy.org
- Inside Philanthropy – www.insidephilanthropy.com



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