



KLH Grant Services, LLC

Connecting the pieces of your grant-seeking plan.

NONPROFIT GRANT-SEEKING PLAN CHECKLIST FOR SUCCESS

BUDGETS

Program and project budgets should reflect both expected revenue and expenses.

Revenue sources include:

- Major donors
- Monthly donors
- Income from special events
- In-kind contributions
- Fees-for-goods and services
- Foundation Grants (might include government and corporate grants)
- Bequests/Legacy Gifts

Program expenses may include:

- Personnel expenses (salaries)
- Rent
- Insurance
- Office equipment
- Printing/photocopying
- Postage
- Office supplies
- Telephone

Project expenses may include:

- Key personnel salaries
- Medical supplies
- Building expenses
- School supplies
- Printed materials
- Specific resources (for constituents you serve)

CASE FOR SUPPORT (CFS)

A solid CFS, one that has received input from key staff and board members—will save time and energy once you are ready to begin reaching out to foundations. All the information you need to craft well-written narratives will be in one place. Your CFS will include:

- ✓ Need Statement
- ✓ History of the Organization
- ✓ Description of Programs/Projects
- ✓ Outcomes and Proof of Impact
- ✓ Financial Needs
- ✓ Financial Support

The Fundraising Authority is a great source I refer to often when writing a Case for Support:

<http://www.thefundraisingauthority.com/strategy-and-planning/nonprofit-case-for-support/>



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EVALUATION PLAN

Andrea Johnson, a foundation program officer, shares some tips that will guide you as you build a solid evaluation plan. Start with these basic questions:

- How will you know if your project has made a difference?
- How will you know you have accomplished your goals?
- How will funders know?
- How will you know as you are going along?

Outcome-Based Evaluation (OBE) is a useful tool which allows nonprofits to “define specifically what success means for their programs and then measures the degree to which they achieve those goals.” Elements of an OBE include:

- Measures the changes and improvements in the knowledge, skills, attitudes, or behaviors of those you serve
- Identifies the desired changes that services are intended to cause
- Measures an organization not by what it does but by what its clients accomplish
- Sets a template for staff and leadership to set clear goals and keep track of activities undertaken to reach goals

The Heritage Foundation offers this useful tool:

<http://www.heritage.org/research/reports/2007/03/outcome-based-evaluation-faith-based-social-service-organizations-and-stewardship>

SUSTAINABILITY PLAN

By developing a plan for sustainability, you are ensuring that the services and resources you offer your constituents today ... will still be available well into the future. Most funders require a plan for financial sustainability as a condition of their grant so you can see that this is an important narrative to develop now ... instead of experiencing the pressure at crunch time.

Perhaps one of the best examples I can offer is from a recent experience I had traveling with a client to Honduras and participating in their board meetings. During a brainstorming session, this board came up with FIVE key strategies for sustaining their ministry. Interestingly, the session wasn't about sustainability—but was about the responsibilities of the board and how they could secure additional funding.

Needless to say—I was quite impressed and quickly wrote down their points and presented them later as their Sustainability Plan:

1. Increase completed modules for Child Enrichment Program
2. Increase child sponsorships by 75% in 3 years
3. Increase revenue from 1st Annual Event (\$8,000) to \$10,000 in second event
4. Seek corporate and business sponsorships (in US and Honduras)
5. Invite individuals to Honduras where they can witness the programs and outcomes and be encouraged to sponsor children

The University of Kansas offers this useful tool:

<http://ctb.ku.edu/en/table-of-contents/finances/grants-and-financial-resources/financial-sustainability/main>