

Getting Grants

FOR YOUR CHORUS

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GALA Leadership Symposium
Cleveland, OH – August 2014

Today's Session

PLANNING FROM A GRANTMAKER'S PERSPECTIVE

TIPS AND IDEAS FROM A GRANTSEEKER'S PERSPECTIVE

Part I

GRANTMAKER'S PERSPECTIVE

Panel Comments

Applicant Doesn't Seem to Know their Audience/Community

Budget Discrepancies – Don't Notate any Variances

Not Giving Me a Complete Picture

Horrible Support Materials – Too Bad Coming from a Chorus

Program Officer Comments

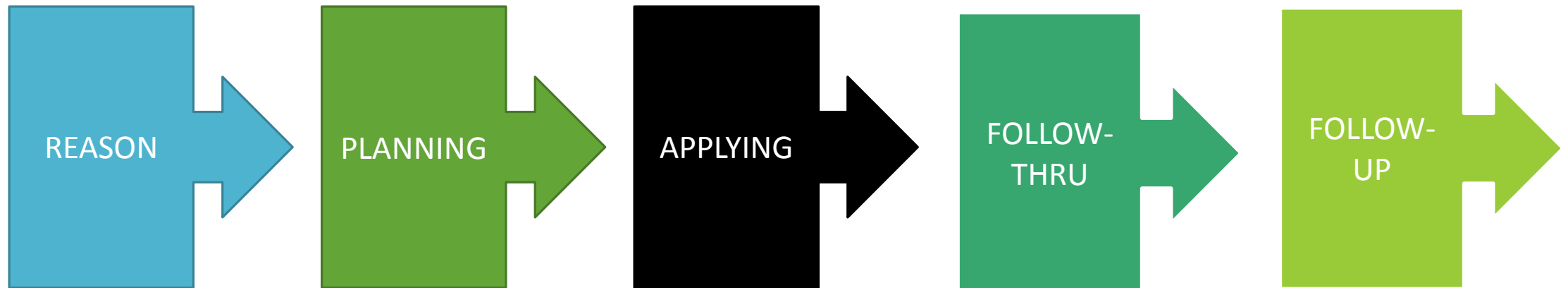
Didn't Follow the Directions

I Don't Have a Relationship – They Never Contacted Me

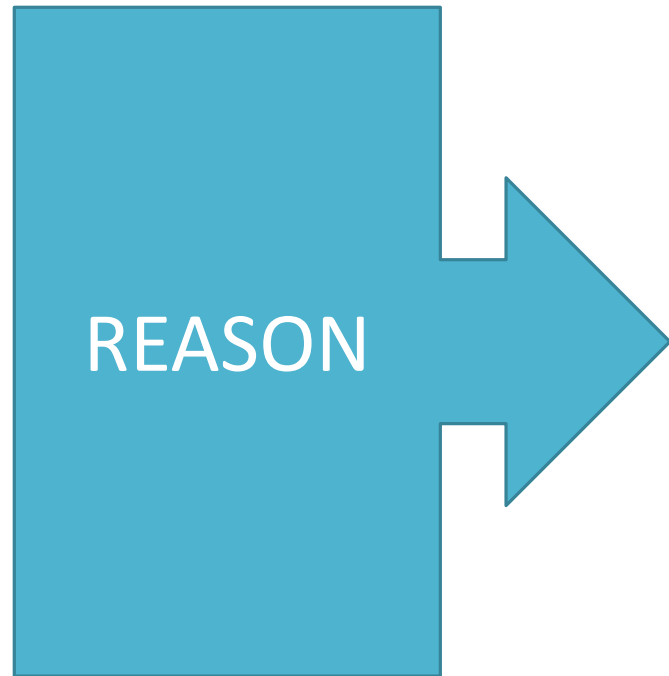
Did NOT Complete a Final or Interim Report

They Turned in the Same Application as Last Year

Grants Process



Why a Grant?



WHY?

Types of Grants

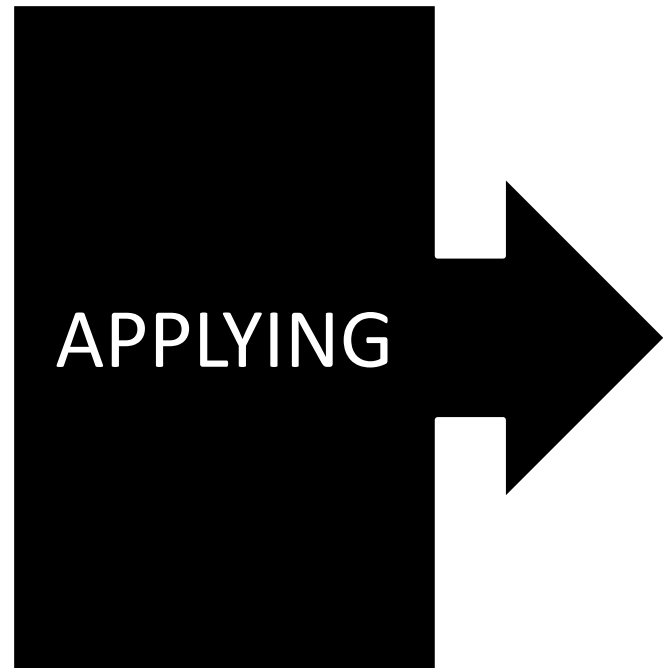


PROJECT GRANTS

GENERAL OPERATING SUPPORT

SPECIAL INITIATIVES

Your Application



YOUR IDENTITY

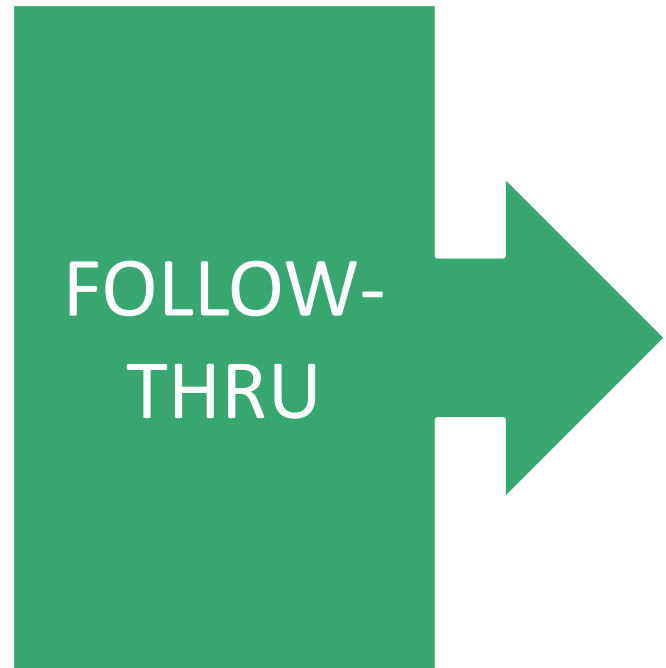
YOUR STORY

YOUR PLAN

YOUR FINANCES

YOUR PROOF

What Happens Next?

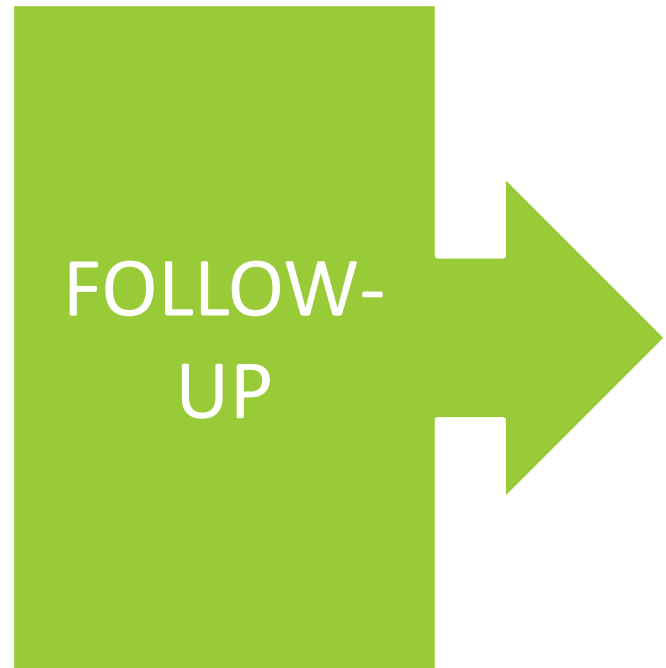


YES

NO

MAYBE

You're Not Done Yet

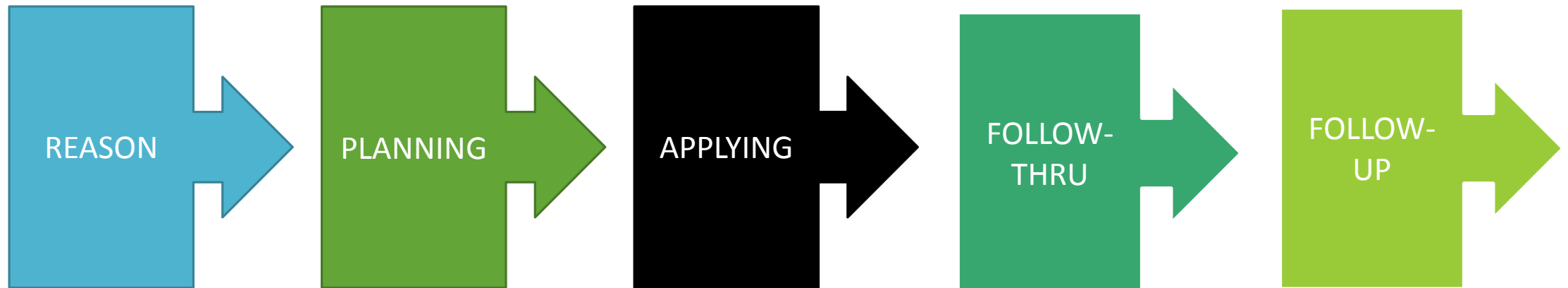


COMPLETE PROJECT

EVALUATE

REPORT

Grants Process Recap



Part II

GRANTSEEKER'S PERSPECTIVE

**This section created in tandem with Chorus America board member Susan Reardon. Susan is the Director of Gift Planning with the LA Philharmonic.*

A Successful Grant

Advances a Major Initiative or a Strategic Goal

Allows Your Organization to Build Capacity

Builds a Trust Relationship with Funder

Raises the Organizational Profile in the Community

Challenges with Grants

Lack of Clarity in Funder's Expectations

Change of Project—How to Manage Schedule and Deliverables

Reporting Requirements

Metrics-based funding

Change in Funder's Program Priorities or Staff

Multi-Year Projects and Renewal Grants

What happens when your organization becomes too reliant on foundation support?

Relationships with Program Officers

“Informational” Meetings

Building Trust: Listening and Communication Style

Site Visits

Change in Program Staff

Grant Proposals, Reports and “Stewardship”

Top 10 Tips

- 10. Institutional and personal integrity is KEY to building a relationship of trust.**
- 9. In times of change, communicate early and often to institutional funders and emphasize transparency.**
- 8. Reports aren't just an obligation: it's another opportunity to educate and build trust.**
- 7. Never assume that support will be renewed – complacency is your enemy!**
- 6. Look for opportunities for the funder to see your chorus in action. Trust the power of your music.**

Top 10 Tips

5. You can learn from grant denials. With some funders, multiple applications are required to be successful. **PATIENCE!**
4. Everything you present to a grantmaker must convey your organization's impact and how their support will enhance your mission.
3. Every meeting with a grantmaker is a chance to learn: **LISTEN** as well as **ADVOCATE!**
2. Research is only as good as it is current and updated.
1. Do your research—focus your effort on those funders whose mission aligns most closely with yours.

Thank You

Q & A

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