

Telling Your Organization's Story During a Crisis

Presented in partnership with Impact 100



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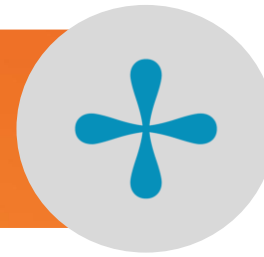
October 22, 2020

WOMEN TOGETHER changing lives



Impact 100 empowers women to dramatically improve lives by collectively funding significant grants that make a lasting impact in our community.

Impact 100 Process



A SIMPLE MODEL



At least
100 WOMEN
donate \$500
or \$1000



Committees
review
applications,
perform site visits,
SELECT finalists



FINALISTS
present funding
requests,
members vote

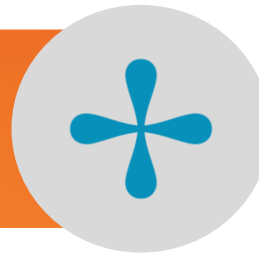


\$100,000
impact grant(s)
awarded



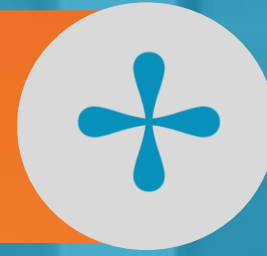
100%
of women's
donations are
given directly to
local charity

Impact 100 Dates to Remember



Letter of Intent Training	October 29, 2020 3:30 pm	Register at Impact100.org/events
Letter of Intent Q & A	November 5, 2020 10:00 am	Register at Impact100.org/events
Nonprofit Panel: Sharing the Impact 100 Grant Journey	November 10, 2020 9:30 am	Register at Impact100.org/events
Deadline to Submit Letter of Intent to Impact 100	Friday, December 11 at Noon	Apply at www.impact100.org/apply

Our Firm



Since 2007, the Grants Plus team has partnered with hundreds of nonprofit organizations to help them strengthen relationships with grant makers and raise more than \$165 million in grant funding.



Strategic grants advising to reach long-term grants goals



Proposal development and review for private + government grants



Comprehensive grant research to identify actionable funders



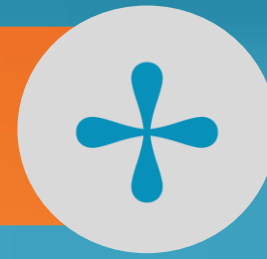
Training and coaching for new and experienced grant seekers

Today's Agenda



- ✔ Why a clear story is more critical than ever this year.
- ✔ How to tell your story.
- ✔ Supporting your story with a clear ask.
- ✔ Telling your story with supporting materials.

An Opening Thought



“ Good writing won’t sell a bad program, but many good programs have gone unfunded because the proposal was poorly written.

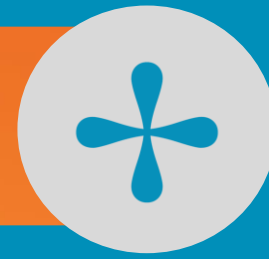
- The Complete Book of Grant Writing

A Strong Story is Critical In 2021



- + Needs may have changed
- + Services may have changed
- + Income and expenses may have changed

Changing Needs



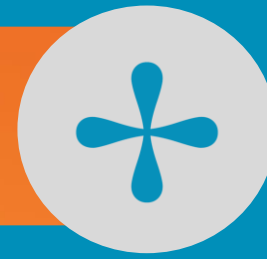
Organizations have seen their community's needs change

- ✦ Increased basic needs (food, shelter, income, etc.)
- ✦ Increased need for child care and education programs
- ✦ Increased need for healthcare and prevention services
- ✦ Decreased need for in-person services

Demonstrate to funders how you know need has changed

- ✦ Community input
- ✦ New inquiries to your organization
- ✦ Number of people seeking assistance

Changing Services



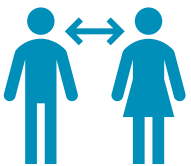
Organizations have modified services to meet changed needs



Virtual programming



Food and other basic services

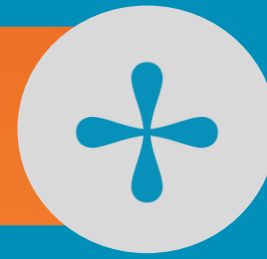


Adapting services to social distancing

Demonstrate your relevance to funders by telling the story of what you've changed in your work

- ✦ *What did you change to meet new needs?*
- ✦ *What was the result?*
- ✦ *Are any of the changes permanent?*

Changing Income and Expenses



Organizations have had dramatic changes in their expenses, funding, and funding mix in 2020

- ✦ Loss of event income, individual donors, membership, and earned income
- ✦ Increased grant funding
- ✦ Changes in expenses

Make funders aware of the changes and what you are doing to ensure organizational sustainability

- ✦ *New appeals*
- ✦ *Increased grant seeking*
- ✦ *COVID emergency funds/PPP*
- ✦ *Updated budgets/spending plans*

A Compelling Story is Easier to Fund



Keep funders engaged with a compelling story that shows the important work you are doing

Easily understood narrative of what need exists, how your organization is addressing it, and what happens as a result of your work.

Include the Voices of Those You Serve



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Giving Voice To Your Proposal



1

Use real statements about need

"I have to depend on my daughter to get to medical appointments, and she struggles to get time off work to take me."

2

Demonstrate actions

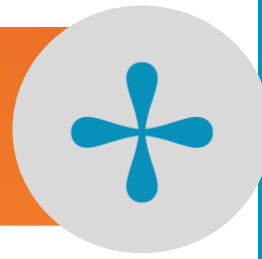
"The Community Senior Transportation bus is always on time and takes me right from the Senior Center to my doctor's office."

3

Show real outcomes

Now that I've been using Community Senior Transportation, I haven't missed a single appointment and have kept my blood pressure and blood sugar down for almost a year"

Follow a Client's Journey



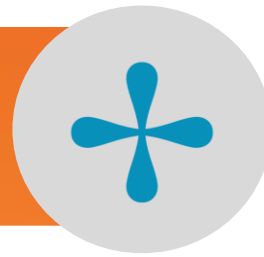
Frame your mission and services through a client's experience

- ✦ What made the client seek your programs or services?
- ✦ What was their experience like before?
- ✦ How did they progress through your programs?
- ✦ What is their life like after working with your organization?



Tell one client's story, or one that is representative of multiple clients

Advance Equity Through Language



What do your grant proposals say about the recipients of your services?

- ✦ Use person-centered language.
- ✦ Be specific and avoid euphemisms.
- ✦ Acknowledge *systems* and not only *symptoms*.



**Elevate your
proposal
through your
language and
framing**

Back Up Stories With Data



Stories Should Represent Larger Data



Even the best story should be supported by data showing urgent need and effectiveness of your work

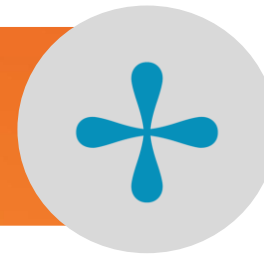


Stories engage the **heart** and make proposals easier to read



Data engages the **head** and proves what the story says

Using External Data



Use external data to show need and best practices

✦ The data should be representative of your population

✦ Similar geography, demographics, etc.

“A county study found that food insecurity in our neighborhood was double the county average”

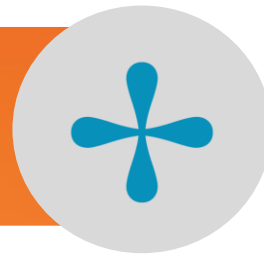
✦ May require extrapolation

“A national study found that tutoring was critical in the success of students from communities like ours”



**External data
validates your
story about
need and
effective ways
to address it**

Using Internal Data



Use your own data to show the past year's effects on need and program outcomes

- ✦ Are more people seeking services?
- ✦ Are different people seeking services?
 - ✦ Increased first-time clients, for example?
- ✦ Are your outcomes different from past years?
 - ✦ Is this expected and tied to changes in need?
 - ✦ Is this the result of changes in your work?



**External data
may not reflect
the realities
facing your
population in
2020.**

The Core Compelling Idea



For more visit [grantsplus.com](https://www.grantsplus.com)

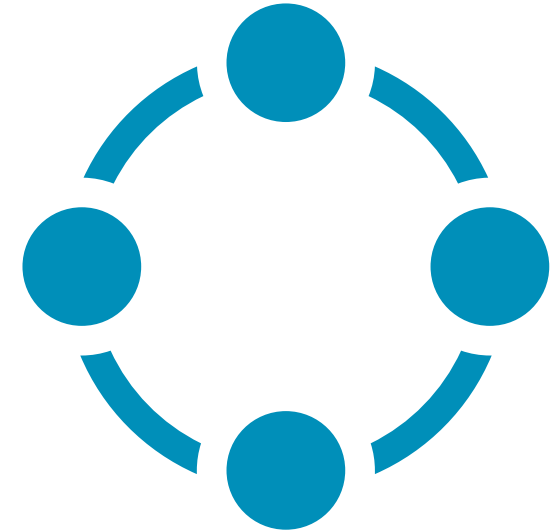
Clarifying With a Core Compelling Idea



A simple idea
expressed plainly



The core reason
for your ask



A through-line in
your request

Clarifying With a Core Compelling Idea



The core compelling idea is not just about the **what**

“

*Funding is needed for buses
at our senior center.*

Clarifying With a Core Compelling Idea

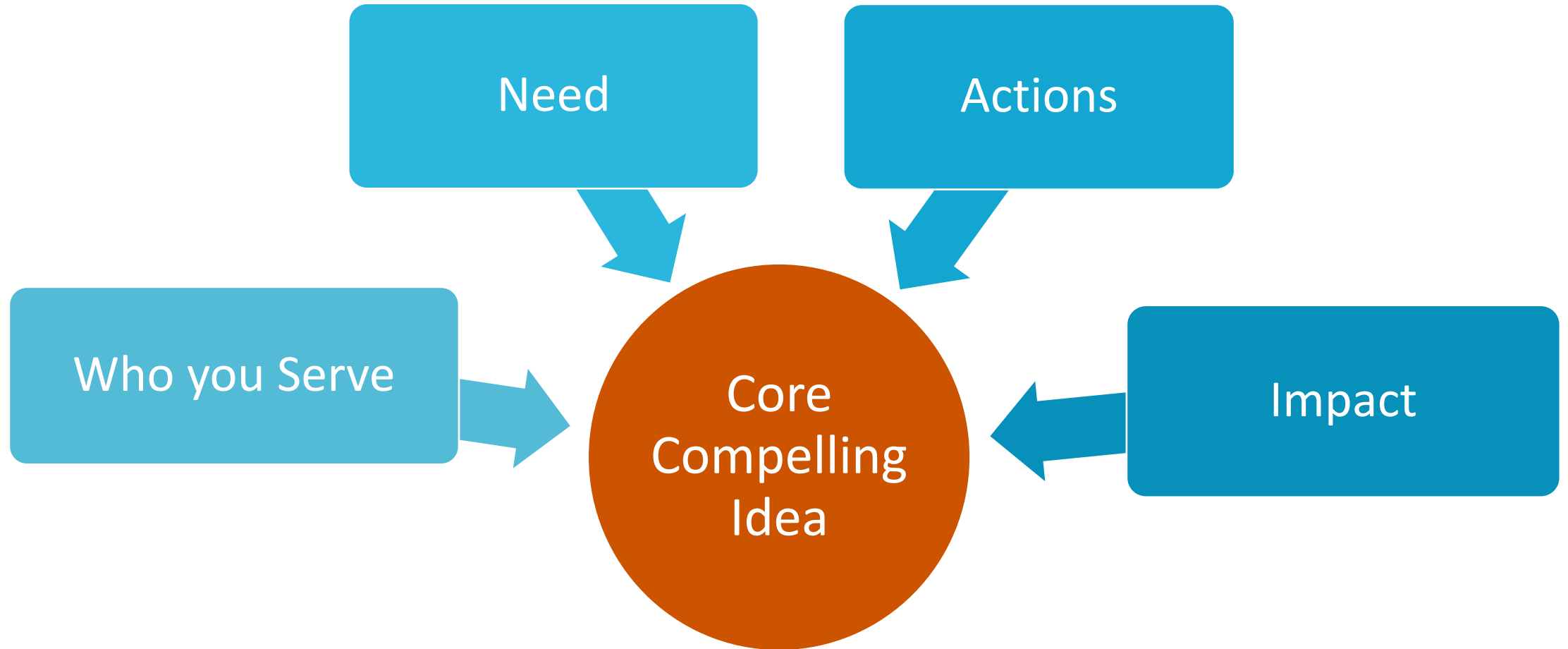
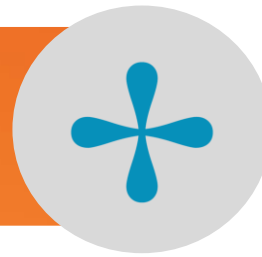


The core compelling idea must also include the **why**

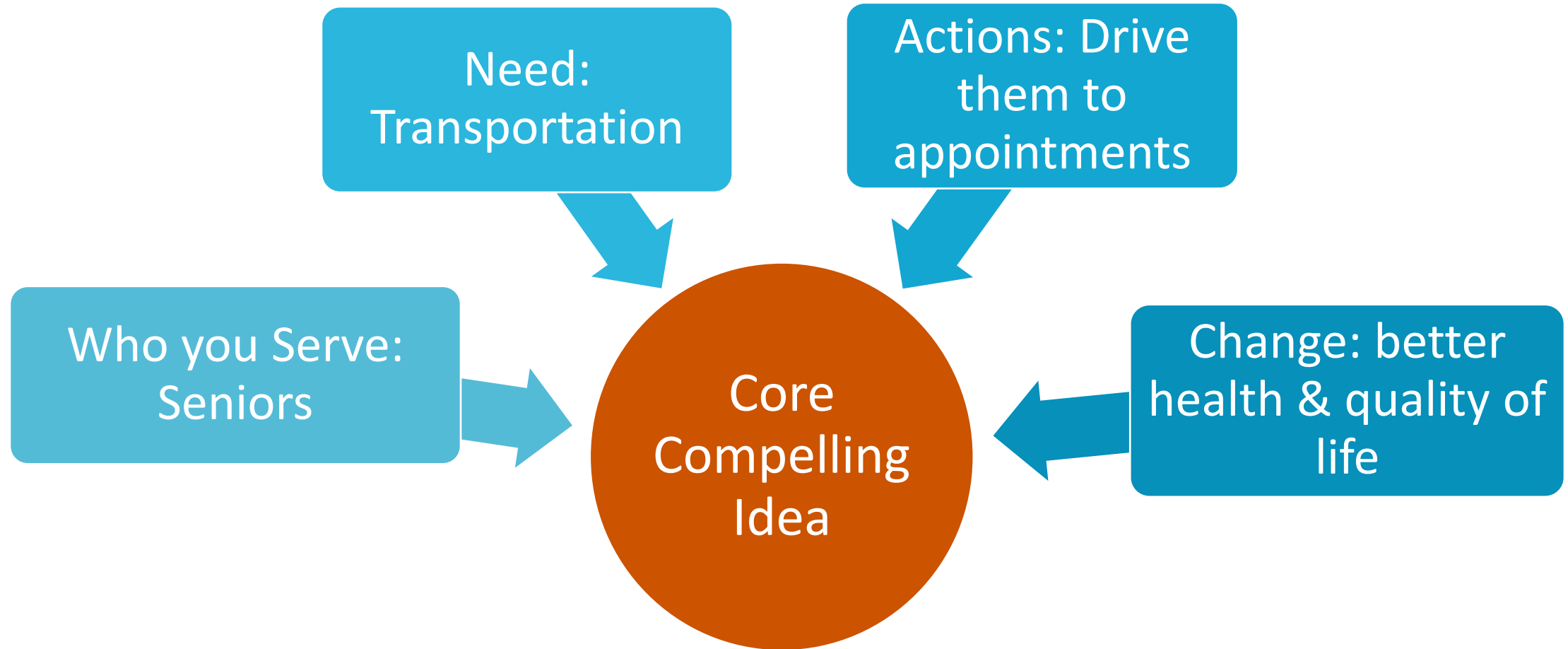
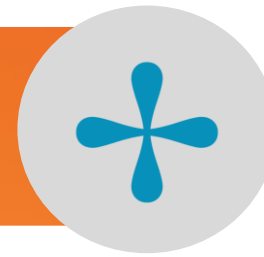
“

We require funding for a new accessible van because seniors with reliable transportation for medical appointments experience better health and a higher quality of life.

Core Compelling Idea



Core Compelling Idea





“

We require funding for a new accessible van because seniors with reliable transportation for medical appointments experience better health and a higher quality of life.

Using Your Core Compelling Idea



Lead with it

End with it

Support it

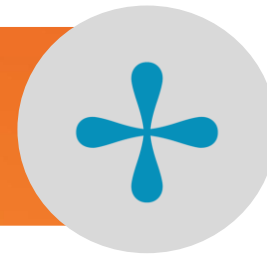
Putting It All Together: A Clear Ask



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A Clear Ask



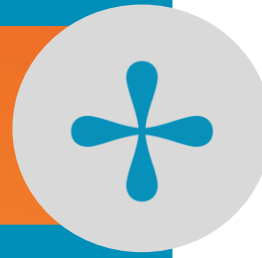
Incorporates your request's core compelling idea into 2-4 memorable sentences that include:

- ✦ Community need and the activities you will do to address this need
- ✦ Who and how many will benefit
- ✦ What will result
- ✦ How much are you asking for, and what will it pay for



If it's the only thing the funder reads, they will know why you need the grant and what you plan to do with it.

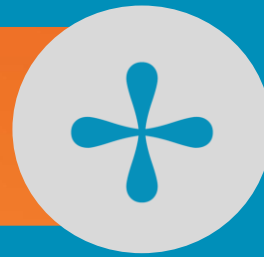
First: An Unclear Ask



The Achievers Academy seeks funding to grow our after-school program, which provides multiple opportunities for many children to learn and grow through academic tutoring, social emotional learning, leadership development, and personal empowerment, using in-person and online instruction.



The Same Program's Clear Ask



The Achievers Academy provides after-school tutoring for 75 public school students that the district has identified as at risk for dropping out. Studies have shown that at-risk students who receive hybrid in-person tutoring with online activities perform better than those receiving only tutoring. This \$15,000 request will improve the academic performance of students by equipping us to provide hybrid tutoring for the first time, and will support the purchase of an online curriculum license, 75 Chromebooks, and training for our three in-school tutors.



Supporting Materials that Continue Your Story



For more visit [grantsplus.com](https://www.grantsplus.com)

A Budget That Matches Your Story



Concrete, realistic, complete, and balanced

- ✦ Demonstrates all expenses needed to achieve the outcomes you propose
- ✦ Demonstrates all income needed to support the expenses
- ✦ Reasonable and efficient are more important than small



Continue Your Story



Organizational budget/financial information

Show how you are adapting to changed realities



Resumes

Show your team's expertise



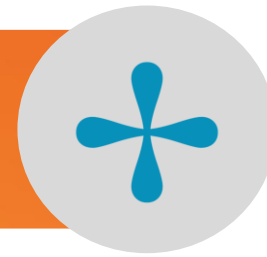
“Optional” items

Photos, videos, client profiles, brochures



**Use attachments
to continue your
story**

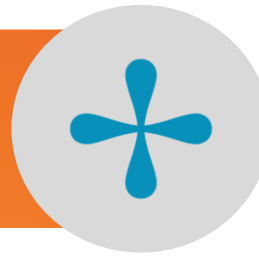
Discussion



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JOIN Impact for 2020!



STEP UP to 110%+
Membership





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