

United
Way



Cape and Islands United Way

Grant Application Playbook

Presented by Amy Levine
Cape and Islands United Way
Philanthropy Day 2012

Know the Playing Field

- Read the complete RFP (...YESTERDAY!)
 - Know what the funder wants and how they expect to receive it.
 - On-line, Hard Copy or both?
 - Leave enough lead time to anticipate stumbling blocks, technical difficulties or Q&A with funder (when appropriate).
 - Develop a realistic timeline for preparation, proofing and submission (anticipate Murphy's Law).
 - Anticipate glitches or technical difficulties well in advance of submission deadline.

Do Your Research

- Do you meet the funding criteria?
 - Are you eligible for funding in more than one category?
- Determine what makes your program relevant, and what other programs or agencies in the area are also addressing the same issue.
- Whenever possible, collaborate, collaborate, collaborate!
- Ask for letters of support to supplement.

Meet the Funders - Presented by Amy Levine
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Practice, Practice, Practice

- Recruit several proofreaders.
 - Preferably one or two with little or no knowledge of your program.
- Make sure your budget adds up.
- Do not omit any requested supportive materials.
- Make sure your hard copy arrives on time.

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Game Day

- If you're invited in to present,
Choose the Right Quarterback
- Don't just assume your Executive Director is the right person to present.
- Conversely, don't allow a program manager to over-use jargon or assume the funders have in-depth knowledge about your issue.

Post-Game Recap

- If you receive a grant...
 - Keep in touch with the funder and share your stats and success stories.
- If you are denied...
 - Ask for feedback or scoring criteria/results.