






NonprofitNavigator

     Module number five will be much shorter. We're just going to discuss grants over here. People think grants are like, oh my gosh, I'm just going to apply for grants and I'm gonna get so much money and look how big these grants are. Been dealing with the grants for a little bit, a few years, many years, in discussions with other successful fundraisers in grants. Grants are very difficult to get. Oftentimes it is the long game with the grant.


You have to spend years continuously applying and, or getting to know the people in the foundation that is giving out the grant. A lot of people might be applying for the same grant. Typically they are. It's not so easy to get grants. It's something you should put some effort into, especially if there's like some direct alignment but it's not going to be your savior.

And I think a lot of people think grants are going to be their savior. It's not. So that's just something to go in mind with. Having said that let's discuss grants. So we discussed a tool called Hatch AI, which I highly recommend in terms of finding local grants,

but we also discussed that if you're not going to use them, there is Instrumental, which gives you a two week free access to be able to find grants. As well as just Googling there's lots of different websites that show you grants in your specific topic and a specific area that your nonprofit focuses on.

You can also look up grants or foundations in your city, literally just Google that and you should be able to get a list. It's going to require a little bit of Googling, a little bit of hustle, but you should be able to make for yourself a pretty decent list of 5 to 10, maybe even a few more of places that give out grants.

You could also, again, you've been focusing on networking, reach out to your network of either people in your nonprofit or people who are helping you with your nonprofit and ask them if they're familiar with anyone who who gives out grants for these types of organizations, for your type of nonprofit.

 So, where can you get grants from? So there are government grants but other than government grants there are individual donors who are philanthropic, who have what's called a foundation, we discussed this and they're putting all their money into a foundation.

Now, sometimes that foundation will say we're giving out grants. However, it's not just an open grant that anyone can apply for, rather we don't accept unsolicited requests. That's most often the case. And so in order to do that, you're going to need some type of warm introduction or you're going to need to know somebody that is part of that foundation or the actual donor themselves. However, if you don't, you can always give them a call, right?

If their phone number isn't online, you can typically find it under 990. You can Google their 990. You can find a phone number, give them a call, never hurts to ask and say, Hey, this is what we do from looking at you guys online it seemed like it's aligned. I noticed that you don't take unsolicited donations.

And so would it be okay if I just send an email telling you a little bit about our organization to possibly have a meeting to discuss a grant. Sometimes they'll say yes, sometimes they'll say no, that's one type of a grant. Another type of a grant is a foundation that has say an individual donor, they have a foundation and they'd like to hear lots of different requests out there.

They want to hear about all different kinds of nonprofits, and that is a foundation that any non-profit can apply for. And you'll go on your website and it'll say apply for a grant with us and they will walk you through those guidelines. We'll come back to that in a minute. That's for our foundation for a donor.

Additionally, there might be organizations that multiple donors give money to, and that becomes a foundation that you can also apply to a grant. So your local city probably has a foundation. There's something called the Jewish Federation, which is a form of foundation where lots of donors give money to one foundation.

And then they give out that money to different nonprofits and you can apply for those. And again, sometimes those are grants that are private and sometimes those are grants that are public and anyone can apply for.

📌 Okay so let's talk about writing that grant. Writing a grant will be pretty straightforward because they are going to literally walk you through the entire thing. They're going to tell you everything that you're going to need. The name of your nonprofit. Please upload your proof of 501C3 that you are a registered nonprofit.

How many employees work for you? You might just say one. There's going to ask a lot of different questions and it's should be pretty straightforward. Typically speaking, there'll be a few paragraphs that are just kind of free texts that say tell us about your nonprofit. How much are you applying for?

What are you going to use the funds for? You know, it's going to be pretty straightforward. Most often there is a cap to how much text you can type. So probably won't be too long of an answer. And this is where our good friend ChatGPT comes in. You can always type up an answer and then put it into ChatGPT and say shorten this to 500 words or whatever the cap is.

Additionally, for grant writing, ChatGPT is a whiz. You can say, please take on the role as a professional grant writer, tell ChatGPT about your nonprofit. Feed it the questions from the grant

and it will just write it all out for you. Make sure you go over it and make sure that it's clear and there are no mistakes. You might want to fix up parts

so that it doesn't sound too robotic. You can also, like we talked about train ChatGPT on your voice and your style of writing and it can write it that way. And so grants shouldn't take too long if you're using ChatGPT to write the grants.

I also highly recommend when you're applying for these grants, read through all of the questions first, don't answer them like question by question, read them all through first and then you click next and go through all the different pages. Then open up a separate Google doc and answer it over there, have it all ready to go.

You can if you'd like send it over to a friend or mentor to look at, or a board member, and only once you're ready, you'll open up the actual grant form and go over to the Google doc and copy everything over. 📌 You're really going to want to keep these grants super organized and in the title in your Google folder or wherever in our miracle CRM, wherever you're keeping things because you're going to come back to this grant in a year from now and reapply. Whether you got it or not, you're going to be applying to other grants and they're going to be largely similar questions across the board.

And so you can always come back to this Google doc and you have all of your copy already written up. If there's a question of how are you going to evaluate success in your nonprofit? You don't have to think of the answer every single time you go to that Google doc and you have the answer largely written out for you. And so grants should take, once you get that first one, it should be really quick.

And even that first one with ChatGPT should not take that long. I mean, I've been writing grants since, before ChatGPT and it's really a game changer in terms of how long it should take you.

Okay some grants, as you can see at some foundations, the grants are ongoing.

You could apply whenever you want. Some of them have deadlines, a yearly deadline. You have to apply by May 1st. Some of them have quarterly deadlines I've seen every three months there's a deadline. You have to get it in by then. And then their board discusses, you know, all the different proposals that have come in. So just be aware when you're mapping out all the different grants that you're going to be applying for note the actual deadline, because you don't want to miss those obviously.

📌 So that's in terms of the grants. In terms of places that aren't open to just you applying for a grant and you're going to have to call them or send them a cold email. You already have all this copy ready from module number one, you're going to essentially be sending a one pager your mission statement and kind of maybe an executive summary, a background about what you've done maybe a little bit about yourself if you want to make it more personal, since it's an email, here's why you're passionate about it. Why you are approaching this specific foundation, why do you think that they would be open to perhaps giving a grant to your nonprofit.

Very short again, it's only one page, but you want to talk about how you measure success and how you'll be evaluating success. People want to see that. Two terms that I've seen come up a lot in grants are outputs and outcomes.

An output is the result of what you're doing. So shopping for seniors an output would be, we have served a hundred seniors, a thousand hours worth of driving and all those kinds of numbers. That's an output. An outcome is how the situation changed because of what you're doing.

So an outcome might be because of this, these 100 seniors in our community are now able to spend time with family and friends, here's some testimonials, that would be an outcome.

📌 Okay that's it for grants. Again, Googling should be able to get you the surface potential foundations and grants in your area. However, there's way more beneath the surface with billions of dollars beneath the surface. And for that it's going to require networking and hustle and talking to people about it. Ultimately what I've seen to help most with those kinds of grants is just time.

As you meet more people and tell more people about your nonprofit and more people are benefiting from your nonprofit things will come up. Someone's gonna benefit from your nonprofit and be like, you know what, my cousin actually is on the board of a private foundation out in Texas. True story this stuff has all happened to me.

Next thing you know, they're saying, Hey we would be open to reading about your nonprofit and you can send us a little bit about your nonprofit

and we'll let you know if we'd be interested in giving you a grant for your nonprofit. These things take time though.