


Show me the money
How to make organizations appealing to funders



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5 funding truths no one will tell you

- 1 No one cares *what* you do
They care *how* what you do will advance their work
- 2 No one wants to fund fan clubs
They want to fund impact
- 3 Funding, like anything, has trends
Currently, the trend in IZ work is COVID-19, and vaccine confidence
- 4 Funders LOVE success stories
Build in measurement to provide proof points
- 5 Funding is often more about relationships than RFPs

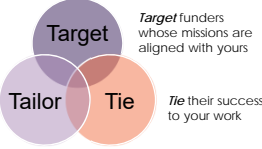


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- 1 No one cares *what* you do.
They care *how* what you do will advance their work.


Pay attention to funders' missions and areas of focus.



Target *Target* funders whose missions are aligned with yours

Tailor *Tailor* pitches and RFP responses to funders priorities

Tie *Tie* their success to your work




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1 No one cares *what* you do.
They care *how* what you do will advance their work.

PRACTICAL HINTS

- **Don't assume:**
Initial funding determinations are often done by administrators, not SMEs so spell it out!
- **Don't scope creep:**
Respond to exactly what the RFP asks for
- **Tie their success to your work:**
Show them how your success helps them meet their mission



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2 No one wants to fund fan clubs.
They want to fund impact.

Your organization needs a strong strategy.



- Be clear on:
 - What you do
 - What gap you fill
 - Why you do it better than any other organization




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PRACTICAL HINTS

- **What's your elevator pitch?**
If you can't easily state what you do and why it matters, your strategy probably needs work.
- **Focus on programs or projects!**
They are easier to fund than administrative costs – you can integrate admin costs into program budgets but not the other way around.




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3 Funding, like anything, has trends.
 Current IZ funding trends: COVID-19, and vaccine confidence.

Even if your organization doesn't focus on the trends

- Demonstrate how what you do supports vax confidence
- Tailor a program or project to include COVID-19
- Create a new program that addresses BOTH but is still mission-minded



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PRACTICAL HINTS

If you are involved in IZ this should be easy peasy but here's the math equation to demonstrate it:

- + Why are you the *best* positioned to address it (CREDIBILITY / REACH)
- + What is unique about you that positions you best (INNOVATION)
- + How are you driving change (IMPACT)

Comparative Advantage




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 Build in measurement to provide proof points

Evaluate starts at the **beginning** of project, not the end!
 So, plan accordingly:

- Strategy is your friend – so are SMART objectives
- Baseline v final
- Impact stories
- Journal articles




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PRACTICAL HINTS

- Be clear on
 - why you are doing something
 - What you will do
 - How you will measure it




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5 Funding is often more about relationships than RFPs

- Target your potential donors
 - Think local and national
 - Build relationships slowly: Invest in them so they will invest in you
 - Relationship management take time
- Appreciate your existing donors
 - Mid and final project reports (even if they don't ask for them)
 - Attributable impact and success stories
 - Social media call outs
 - Annual reports

Time is the currency of relationships. If you want to invest into your relationships, start by investing your time.
- Dave Willis



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PRACTICAL HINTS

Potential donors:

- You only have one first ask, be sure the relationship is ready
- Be clear on the potential donor priorities
- Find an ally in the organization
- LinkedIn is your friend
- Appreciate your donors!

Existing donors:

- Be systematic about thanks
- Aim for at least 4 "call out" a year, schedule them
- Include screen captures of them in your reports




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Final helpful hints

RFP Best Practices

- Short sentences, no \$10 words
- Focus on what they want to hear, not what you want to tell
- Read the RFP carefully and respond exactly
- Don't get creative with fonts and margins
- Less is more
- Score your proposal
- Write a super strong capacity statement – it can be reused



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