

Session Agenda

Quiz **Kayla** *5 min*

Improving RFPs and Applications **Kayla** *5 min*

Discussion **Kayla & Sehee** *20 min*

Improving Decision-Making **Kayla** *5 min*

Discussion **Kayla & Sehee** *20 min*

Actionable Next Steps **Kayla & Sehee** *5 min*

What portion of their funding do nonprofits get from companies?

- A. 5%
- B. 10%
- C. 15%

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Source: Giving USA

What is the average grant size from a private foundation?

- A. \$13,000
- B. \$32,000
- C. \$49,000

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Source: Foundation Center 2018 Report

What portion of private grant funding comes from corporate foundations?

- A. 2%
- B. 8%
- C. 23%

Source: Foundation Center's Foundation Stats

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PROBLEM

Most nonprofits don't have a lot of experience applying for corporate grants!

OUR CHALLENGE

What can we do to unburden the process and enable shared success?



How can you improve
your RFP?



How can you improve your
grant decision-making
processes?

IMPROVE YOUR RFP

OBJECTIVE

Make things better for your grantees

1. Simplify your application
2. Include expectations of results and reporting up front
3. Provide clear expectations and insight into decision-making
4. Include an FAQ and/or host an information session
5. Target the right organizations

OBJECTIVE

Make things better for your team

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3. Provide clear expectations and insight into decision-making
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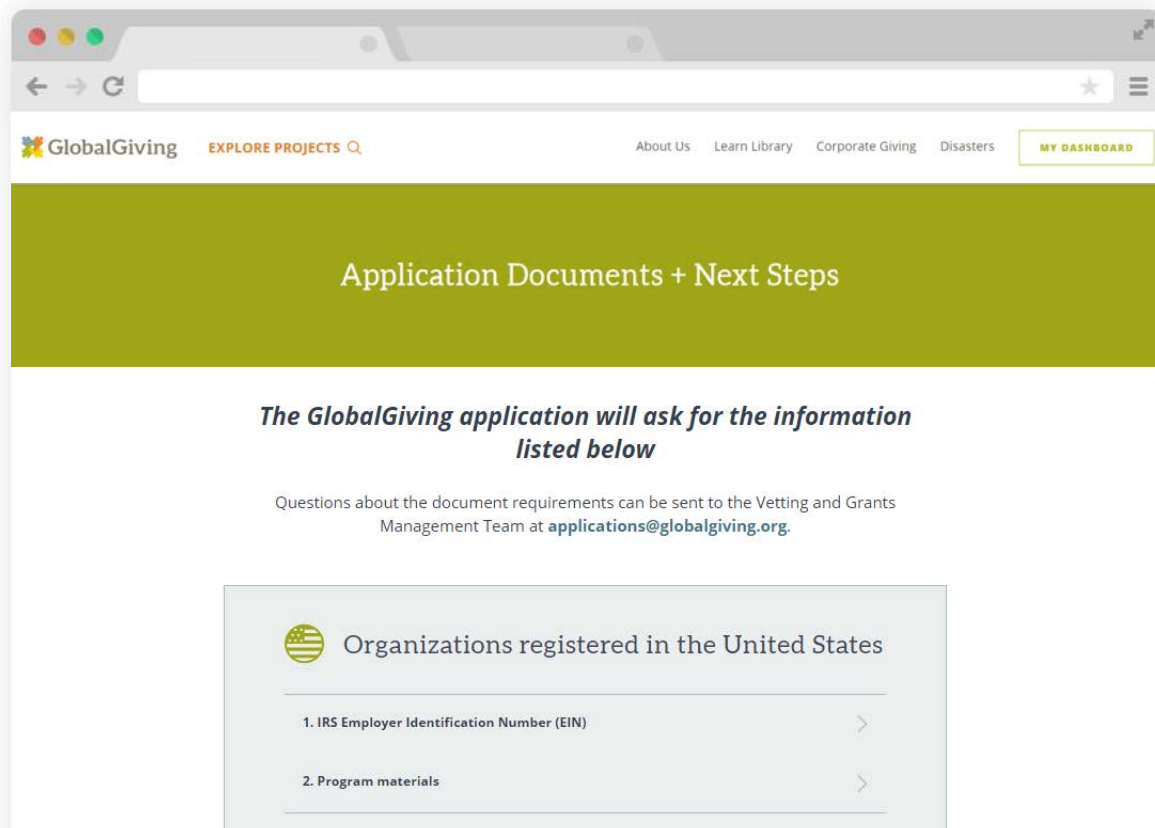


EXAMPLE

Ford

- Includes contact info and grantee toolkit.
- Explains foundation's strategic focus areas.
- Includes link to list of materials that will be requested in due diligence process.

Application Documents List



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DISCUSSION

How can you improve your RFP?

- What problems are created by your current RFP?
- What is great about your current RFP?
- What challenges do you need to overcome to make changes?

**IMPROVE YOUR
DECISION-MAKING**



EXAMPLE

TripAdvisor

- Shifted to a needs-based tiered funding model.
- Assigned funding range based on Maslow's Hierarchy of Needs.



Basic Needs

Eligible for up to
\$50,000

Ex. Greater Boston Food
Bank serves 1,000
meals.



Security/ Stability Needs

Eligible for up to
\$40,000

Ex. Habitat for Humanity
Boston refurbishes a
home.



Ongoing Quality of Life Needs

Eligible for up to
\$30,000

Ex. OUT MetroWest
provides programming
for youth exploring their
identities.



Life Enrichment Needs

Eligible for up to
\$20,000

Ex. Atlantic Impact takes
underprivileged
students on trips
abroad.



EXAMPLE

Manufacturing Company

- Uses Six Sigma Cause & Effect Matrix tool
- Evaluates grants against multiple criteria with different assigned weights.
- Enables multiple evaluators.

Cause & Effect (C&E) Matrix Example

	Are our strategies aligned?	Are project goals specific and attainable?	Is there transformational change in students' education?	TOTALS
Importance Weighting	10	8	5	
Rating Guidance	9 – Strong alignment 3 – Indirect alignment 1 – No alignment	9 – Yes, absolutely 3 – Yes, moderately 1 – No	9 – Yes, absolutely 3 – Yes, moderately 1 – No	
Organization A	Person A – 9 Person B – 3 Person C – 3 15 pts x 10 weight	Person A – 9 Person B – 9 Person C – 3 21 pts x 8 weight	Person A – 9 Person B – 3 Person C – 9 21 pts x 5 weight	423 pts
Organization B	...	...	...	

DISCUSSION

How can you improve your grant decision-making process?

- Do you have a process for making grant decisions?
- What processes could make life easier for you?
- What processes could make life easier for your grantees?
- What processes can result in more impact? More fairness? More transparency?