



FOR THE LIFE OF YOUR BUSINESS

Becoming Grant Ready

Presented by Cheryl Smith, CEO
Dewlyn Nonprofit Services



BECOMING GRANT-READY

Presented by Cheryl Smith



About me

- CEO of Dewlyn Nonprofit Services & CommunityHeroes.us
- Nonprofit trainer for SCORE (multiple U.S. Chapters), private, faith-based organizations, and Udemy.com trainer.
- Nonprofit expert, consultant, and grant-writer.
- Author of book: ***21 Ways to Fund a Nonprofit.***
- Author of ***Mini and Full Grant Proposals templates.***
- Supports over 3,000 nonprofit organizations in the U.S. and abroad every year.
- Masters in Public Administration.
- Member of the American Grant Writers Association.
- 25 years nonprofit experience in the nonprofit sector.

C. Smith

Housekeeping

- You will be asked to complete a survey by SCORE.
- Slides will be available a few days after the presentation.
- Please request slides from SCORE.
- Q&A during the presentation and at the end of the workshop.



You are in the right place if...

- You are a small nonprofit 501c3
- Have not reach funding goals
- You want to mitigate denials
- You want to learn something new
- Ready to make necessary changes

TODAY'S DISCUSSION

1. Level 1: On Par
2. Level 2: Above Par
3. Level 3: Proactive
4. Level 4: Productive



MORE IS REQUIRED OF YOU

Strategy - your long-term goals and how you're planning to achieve them.

Tactics - short-term smaller steps along the way that are concrete and actionable.

4 Levels ~12 Steps

to Becoming Grant-Ready

Level 1

On Par

1. 501(c)(3)
2. Clear Mission
3. Professional Image
4. Board & Volunteers

Level 2

Above Par

5. Compliant
6. Budget
7. Financials

Level 3

Proactive

8. Community Engagement
9. Income Generation

Level 4

Productive

10. Key Registrations
11. Program Started
12. Track Results



LEVEL 1

On a par: at the same level or standards as (someone or something else).

The noun par has meant “that which is equal” since the mid-1600’s.

About Level 1

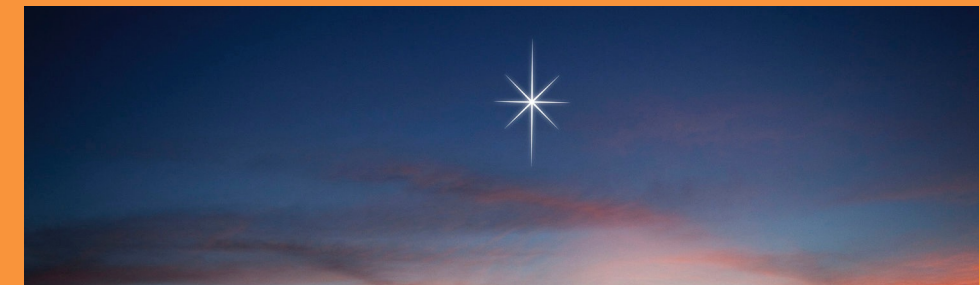


LEGAL STATUS

501(c)(3)



MISSION STATEMENT



BOARD & VOLUNTEERS



PROFESSIONAL IMAGE



Mission Statements

The best nonprofit mission statements are 20 words or less.

- **Why** your nonprofit exists
- **Whom** it serves
- **How** it serves them



Mission Statement Template

Our mission is to (why you exist) by (what you do) and (who you do this for) to (why it matters).

Example

Our mission is to alleviate homelessness by providing shelter and resources that will help unemployed and underemployed individuals regain self-sufficiency. (20)

BEWARE OF LEVEL 1 HAZARDS

Self-funded

Little to no board support

Unrelated business Income

Never reach full potential



LEVEL 2

Above Par: better than normal or expected. Very good.



ABOUT LEVEL 2

WITH DECENCY AND IN ORDER

Federal Compliance

Board Meetings

Budget Development

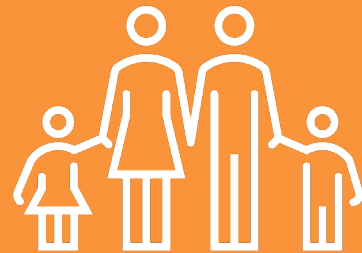
Financials

BEWARE OF LEVEL 2 HAZARDS



Compliance

State Exemption
Charitable Registration
Public Disclosures



Board

Unofficial Meetings
Board Training
Board Made up of Family



Budget

No Organization Budget.
Unrealistic.
Expenses < Income



Financials

Comparative reports
inconsistent.
Large "Other" Expenses on
Balance Sheet

LEVEL 3

PROACTIVE

Proactive: acting in anticipation of future problems, needs, or changes.



About Level 3 Being Proactive

1. Community Engagement
2. Income Generation

Professional Development

Internal Capacity
Success Activity
Investment

Multidisciplinary Meetings

Farther together
Teams = assets/resources

Partnerships

Community Linkages
MOU

Funding

Strategic Plan
Fundraising
Grants
Fee for Services

Level 3

Income Generation Activities:

- Strategic Plan
- Fundraising Plan
- Grant Applications



LOI's vs Proposals

Letter of Inquiry (LOI)

Introduction

About Your Organization

About Your Program

Request Details

Budgets

Full Proposal

Abstract

Organization Background

Statement of Need

Target Population

Project Description & Approach

Goals and Evaluation

Budget

Grants are Granted to Solve a Problem

Program: Food Pantry

Problem: Food Insecurity

Program: Youth Mentoring

Problem: At-risk youth multiple reasons (Prevent H.S. Drop out; Juvenile Delinquency; Teen Pregnancy, Not enough minorities in STEM careers; lack of exposure to arts and culture.

LEVEL 4



Productive:

1. having the quality or power of producing, especially in abundance.
2. effective in bringing about.
3. yielding results, benefits, or profits.



ABOUT LEVEL 4: BEING PRODUCTIVE

Key Registrations



Start Your Program



Track Success



TechSoup, Google, Mailchimp

Productive = Make Things Happen



Research



Contact



Apply

GRANT WIN RATES

New programs can expect a success rate of 15%- 20%
An excellent success rate would be 30%-40%

Source: fundingforgood.org, managementhelp.org and peakproposals.com



Master these 12 Steps and Become Grant-Ready!

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Join us for more
workshops!

Nonprofit Workshop Series:

1. Starting a Nonprofit (Jan 31st)
2. Nonprofit Essentials 101 (Feb 22nd)
3. Becoming Grant Ready (March 22nd)
4. How to Write a 2-Page Grant Proposal ([April 20th](#))

For the Life of Your Business

SCORE Memphis is a group of experienced business professionals who guide those desiring to start up a new small business or assist existing small businesses in improving their profitability.

Our volunteers are experts with experience in areas such as; accounting, finance, human resources, consulting, import/export, law, operations, production, retail, wholesale, manufacturing, sales, marketing, management, business plan preparation, strategic planning, and many other business disciplines.

We provide:

Volunteer [MENTORS](#) who share their expertise across many industries

Free, confidential business mentoring in person, via email or by video

Free business [TOOLS](#), templates, and tips here online

Inexpensive or free business [WORKSHOPS](#) (locally) and webinars (online 24/7)



Give Us A Call

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Send an Email

contactus@score.org



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Memphis, TN 38137



Our Services

- Nonprofit Training: On-Demand & LIVE Workshops
- Nonprofit Private Consultation
- Professional Grant-writing
- Community Café: Professional mentoring circles
- IRS 990-N Filing
- Nonprofit Websites
- Nonprofit Newsletter with grant opportunities

Grant Proposal Templates

- Mini proposal kits
- Full grant proposal kits
- Each proposal is cause-specific
- Research and writing already done
- Includes operational & program budget
- Includes mission-aligned grant list
- Apply for funding immediately

How to contact Cheryl Smith:

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Thank You!



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