



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

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CEO of Dewlyn  
Nonprofit Services &  
CommunityHeroes.us

Board Chair for (CASA)  
Court Appointed  
Special Advocates  
program in GA.

Nonprofit trainer for  
SCORE chapters and  
Udemy.com instructor.

Nonprofit consultant  
and grant-writer.

Author of book: *21  
Ways to Fund a  
Nonprofit.*

Masters Degree in  
Public Administration.

Member of the  
American Grant  
Writers Association.

25 years experience in  
the nonprofit sector.

Helps over 3,000  
nonprofit  
organizations across  
the U.S. annually.

*C. Smith*





## 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

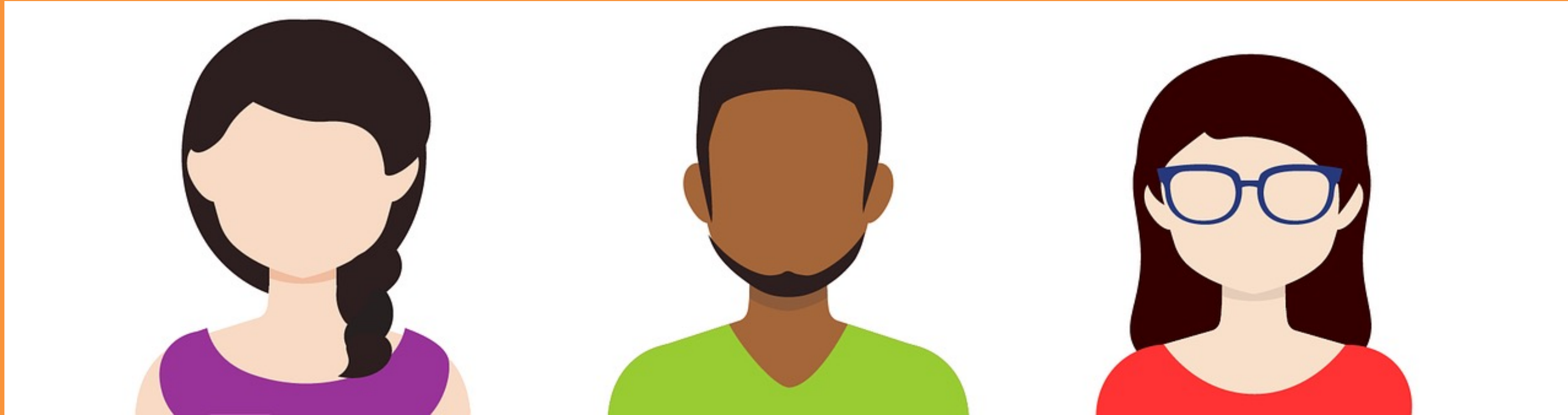
#### Proactive

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

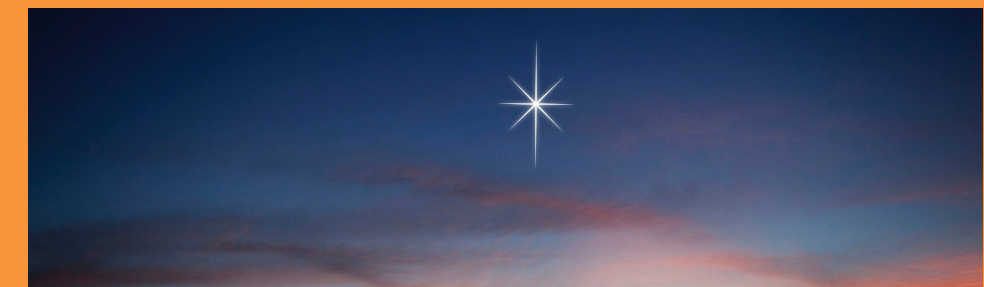


LEGAL STATUS

**501(c)(3)**



MISSION STATEMENT



BOARD & VOLUNTEERS



PROFESSIONAL IMAGE







# Mission 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

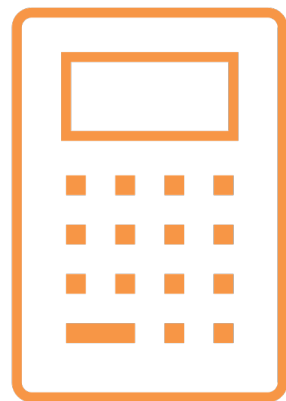
Never reach full potential





# 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



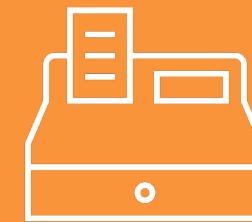
## Compliance

State Compliance  
Charitable Registration



## Board

Unofficial Meetings  
Board Made up of Family



## Budget

No Organization Budget.  
Unrealistic.



## Financials

Submitting Bank Ledgers  
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

## Multidisciplinary Meetings

Farther together  
Teams = assets/resources

## Partnerships

Community Linkages  
Formal 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,  
48in48.org

# 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](https://fundingforgood.org), [managementhelp.org](https://managementhelp.org) and [peakproposals.com](https://peakproposals.com)





# Master these 12 Steps and Become 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

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## Level 4

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Translate

View by Business Stage Find a Mentor Get Business Training Volunteer

Memphis Local Business Education Local Resources Blog & News About Mentorship

# SCORE Memphis

## What can SCORE do for your small business?

The Memphis SCORE chapter provides business mentoring services and educational workshops to entrepreneurs and small-business owners located in Shelby County, western Tennessee, DeSoto County in Mississippi and eastern Arkansas.

GET BUSINESS EDUCATION



## 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**

(901) 544-3588



**Send an Email**

[contactus@score.org](mailto:contactus@score.org)



**Main Office Location**

5100 Poplar Ave #410

Memphis, TN 38137





Cheryl Smith, CEO

Dewlyn Nonprofit Services

National Nonprofit Trainer & Coach

## Our Services

1. We establish nonprofit organizations
2. We write grant proposals
3. We provide professional mentoring
4. We provide group coaching and training
5. We provide weekly nonprofit grants
6. We file IRS-990-Ns



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# Thank You!

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