

COMMUNITY KEY TO CAPITAL FUNDRAISING

It takes more than good writing skills to develop a capital funding proposal. Organizations sometimes make the mistake of seeking foundation support before gathering community support. That support can take many forms. For a college or university, community includes alumni, parents, faculty and the surrounding city. A social service agency may need to secure support from state agencies, local chapters of professional organizations, community associations and potential affiliate partners.

Donors look for momentum, partnership and collaboration among the impacted parties. Some of the questions a grantwriter and organizational leaders need to answer include:

- Does the proposal identify stakeholders and thoughtfully address their interest(s)?
- What are our assumptions about the roles of stakeholders?
- How will the collaboration work?
- What is each stakeholder expected to deliver? Is the deliverable a funding or in-kind contributions?
- Is the project sustainable and how will we retain our partners?
- Where does the donor fit in and how much funding will we secure from other sources?
- Who should provide letters of support for the proposal and what viewpoint should each letter convey?
- If we meet with the donor, who will be a part of the presentation team?

An innovative idea and good intentions are the starting point. Just as a novel requires well-designed structure and attention to detail, so do capital grant proposals. Here are a few helpful resources:

Charity Channel

<http://www.charitychannel.com/publish/templates/?a=363&z=16>

The Chronicle of Philanthropy

<http://www.philanthropy.com/free/articles/v18/i03/03001901.htm>

Forum of Regional Associations of Grantmakers

<http://www.givingforum.org/>

Foundation Center

<http://foundationcenter.org/>

Professional Fundraiser

<http://www.professionalfundraiser.org.uk/facts/fsl4.htm>

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