

onecause®

Welcome to our Webinar

Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!



onecause® | WEBINAR

GRANT MASTERCLASS:
Proven Strategies for
Discovery, Research,
and *Winning Proposals*



Nia Gorbunova
Events & Community Manager
Instrumentl



Wednesday, February 26, 2025



Let's Get Started!

What's the biggest hurdle you've faced in the grant process?



Beyond the Webinar

- ✓ Recording and slides will be sent via email.
- ✓ Look out for exclusive Bonus Content!
- ✓ Visit OneCause.com/Resources for on-demand webinars.
- ✓ Add questions, comment or send emojis in the Chat.
- ✓ Earn 1 CFRE credit with this webinar!
- ✓ Help share on social!



YOUR FEEDBACK MATTERS: WRAP-UP SURVEY

WIN: Amazon Gift Card
Help drive future webinar content!



Meet Nia

Nia Gorbunova helps organizations find & win more grants with Instrumentl.

As an Events & Community Manager, she hosts weekly informative and educational webinars to explore emerging trends and best practices in grant seeking. With a background in the nonprofit world, Nia previously led events & partnerships at a rainforest conservation organization.



Nia Gorbunova

Events & Community Manager
Instrumentl

You'll leave this event with...

You'll leave this event with...



3 strategies to discover new funders



You'll leave this event with...



3 strategies to discover new funders



7 criteria for prioritizing high-ROI opportunities

*Plus, a **decision matrix** template that's yours to keep!*

You'll leave this event with...



3 strategies to discover new funders



7 criteria for prioritizing high-ROI opportunities

*Plus, a **decision matrix** template that's yours to keep!*



5 storytelling techniques to craft compelling proposals

instrumentl



Finding Prospective Funders



How do you find prospective new funders?

Share in the chat box!

Connections through my
Board or leadership

Google

Listservs

Paid databases



Finding new funders



Finding new funders

- Scour impact reports & websites of **orgs similar to yours**



Finding new funders

- Scour impact reports & websites of **orgs similar to yours**
 - We miss out on funders when we only search for *grants*
 - Use CharityNavigator to find organizations doing similar work



Donors

We extend our deepest thanks to the thousands of you who make our work possible. Your commitment to our mission is helping us create a better world for people and nature.

- Alstom Foundation
- BHP Foundation
- Conservational International
- German Federal Ministry for Economic Cooperation and Development

A **curated shortlist** of funders you *know* support your cause





Finding new funders

- Scour impact reports & websites of **orgs similar to yours**
 - We miss out on funders when we only search for *grants*
 - Use CharityNavigator to find organizations doing similar work
 - Build a **curated shortlist** of funders your *know* support your cause
- **Network, network, network**



Finding new funders

- Scour impact reports & websites of **orgs similar to yours**
 - We miss out on funders when we only search for *grants*
 - Use CharityNavigator to find organizations doing similar work
 - Build a **curated shortlist** of funders your *know* support your cause
- **Network, network, network**
 - **Cross-reference** foundation stakeholders with LinkedIn for connections
 - Ask colleagues about funders they've **successfully engaged** - who were they and how did they find them?
 - Attend **local** professional meetups and events



Griffin Botts, Sabrina Walker Hernandez, MPA, and 7 other mutual connections



Finding new funders

- Scour impact reports & websites of **orgs similar to yours**
 - We miss out on funders when we only search for *grants*
 - Use CharityNavigator to find organizations doing similar work
 - Build a **curated shortlist** of funders your *know* support your cause
- **Network, network, network**
 - **Cross-reference** foundation stakeholders with LinkedIn for connections
 - Ask colleagues about funders they've **successfully engaged** - who were they and how did they find them?
 - Attend **local** professional meetups and events
- **Subscribe** to grant digests & alerts to be the first to hear



Finding new funders

- Scour impact reports & websites of **orgs similar to yours**
 - We miss out on funders when we only search for *grants*
 - Use CharityNavigator to find organizations doing similar work
 - Build a **curated shortlist** of funders your *know* support your cause
- **Network, network, network**
 - **Cross-reference** foundation stakeholders with LinkedIn for connections
 - Ask colleagues about funders they've **successfully engaged** - who were they and how did they find them?
 - Attend **local** professional meetups and events
- **Subscribe** to grant digests & alerts to be the first to hear
 - **Google alerts** for your grant search query
 - **Newsletters** from Philanthropy News Digest, grants.gov, FundsforNGOs, etc.



Finding new funders

- Scour impact reports & websites of **orgs similar to yours**
 - We miss out on funders when we only search for *grants*

Bonus tip:

**What databases does your local library provide?
What free trials can you take advantage of?**

- **N** and how did they find them?
 - Attend **local** professional meetups and events
- **Subscribe** to grant digests & alerts to be the first to hear
 - **Google alerts** for your grant search query
 - **Newsletters** from Philanthropy News Digest, grants.gov, FundsforNGOs, etc.

instrumentl



Evaluating Prospective Funders



What information about funders do you look for when evaluating?

Share in the chat box!

Grants and Other Assistance to Organizations, Governments and Individuals in the United States


Complete if the organization answered "Yes," on Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for the latest information.

RAINFOREST ALLIANCE INC 233 BROADWAY 28TH FLOOR NEW YORK, NY 10279	ENHANCING SUSTAINABILITY OUTCOMES AND LINKING FINANCE TO LANDSCAPE PERFORMANCE BY USING FIELD TESTING AT PILOT SITES (PERU AND MEXICO) AND PROMOTION AND SCALING UP DEMAND AND TESTING MODELS FOR LONG-TERM FUNDING OF THE LANDSCAPE STANDARD.	400,000
RESULTS FOR DEVELOPMENT INSTITUTE INC 1111 19TH ST NW SUITE 700 WASHINGTON, DC 20036	SUPPORTING LOCAL STAKEHOLDERS (PUBLIC SECTOR, PRIVATE SECTOR, AND CIVIL SOCIETY) TO PURSUE COMMON OBJECTIVES THROUGH MORE EFFECTIVE COLLECTIVE ACTION; AND FACILITATE COORDINATION AND COLLABORATION BETWEEN THOSE STAKEHOLDERS AND INTERNATIONAL COOPERATION AGENCIES AND INITIATIVES.	1,527,078
RURAL DEVELOPMENT INSTITUTE DBA LANDESA 1424 FOURTH AVE SUITE 300 SEATTLE, WA 98101	STRENGTHEN INCLUSIVE AND EFFECTIVE NATURAL RESOURCE GOVERNANCE. DEVELOP, TEST, AND AMPLIFY TOOLS, RESOURCES, AND	2,277,360

Form 990s tell us what a funder has *actually* supported



Evaluate internal capacity

Decide if a funder is **right for you** in under 5 minutes

Evaluate internal capacity



Does your nonprofit have enough **bandwidth** to take on this application?

Decide if a funder is **right for you** in under 5 minutes



Evaluate internal capacity



Does your nonprofit have enough **bandwidth** to take on this application?



Can you meet the **reporting requirements** outlined by the funder?

Decide if a funder is **right for you** in under 5 minutes



Evaluate internal capacity



Does your nonprofit have enough **bandwidth** to take on this application?



Can you meet the **reporting requirements** outlined by the funder?



Do you have any **connections** to the funder or past grantees?

Decide if a funder is **right for you** in under 5 minutes



Evaluate funder history

Decide if a funder is **right for you** in under 5 minutes

Evaluate funder history



Are there at least three previously funded organizations **similar to yours**?



Decide if a funder is **right for you** in under 5 minutes



Evaluate funder history



Are there at least three previously funded organizations **similar to yours**?



Is your organization's **geographic location** represented historically?

Decide if a funder is **right for you** in under 5 minutes



Evaluate funder history



Are there at least three previously funded organizations **similar to yours**?



Is your organization's **geographic location** represented historically?



What percentage of those funded are **new grantees**?

Decide if a funder is **right for you** in under 5 minutes



Evaluate funder history



Are there at least three previously funded organizations **similar to yours**?



Is your organization's **geographic location** represented historically?



What percentage of those funded are **new grantees**?



Does the **\$ amount** meet your needs?

Decide if a funder is **right for you** in under 5 minutes



instrumentl

Quick find

PROJECTS

+ Project

● History Education Program
Rachel Fidler

LISTS

Hidden From All 0

Free trial - 14 days left
Upgrade to continue
[View pricing](#)

Give a free month

Document Library

Help

Account

● History Education Program

Tracker 2 Awards Calendar Tasks | **Matches 100+** [Edit Project](#)

Art Education · Arts / Culture Access & Participation · History · Museums & Cultural Institutions Expand All

Funding Opportunity Matches 314 Funder Matches 853 Hidden From This Project

Best Match Filter 3 Search

Displaying 231 of 314 matches [What is a Funding Opportunity Match?](#)

NAME	DEADLINE	AMOUNT
Frankenthaler Climate Initiative Implementation Grants Helen Frankenthaler Foundation Inc	Mar 15, 2025	Up to US \$100,000
Frankenthaler Climate Initiative Scoping Grants Helen Frankenthaler Foundation Inc	Mar 15, 2025	Up to US \$100,000
Michael J. Connell Foundation Grant The Michael J. Connell Foundation	Rolling	Unspecified amount
Frankenthaler Climate Initiative Technical Assistance Grants Helen Frankenthaler Foundation Inc	Mar 15, 2025	Up to US \$50,000
Southern California Grant Program W. M. Keck Foundation	May 15 (LOI)	US \$100,000 - US \$1,000,000

FUNDING OPPORTUNITY

Frankenthaler Climate Initiative Implementation Grants

Helen Frankenthaler Foundation Inc

[View website](#)

PREDICTED DEADLINE
The next cycle for this opportunity is predicted based on past data. If you save this grant, we'll notify you if there are any changes.

Application Cycles
Mar 15, 2025 2:00pm PDT

Grant amount: Up to US \$100,000

Fields of work: Museums & Cultural Institutions Art & Culture Climate Change Resilience
Energy Efficiency & Conservation Renewable/Sustainable Energy

Applicant type: Nonprofit

OPPORTUNITY NOTES

[Save](#) [Hide from this project](#)

instrumentl



Writing Compelling Proposals



Writing compelling proposals

- **Keep it short!** The word count is a limit, not a minimum.



Writing compelling proposals

- **Keep it short!** The word count is a limit, not a minimum.
 - Thanks, Dawn 😊



Writing compelling proposals

- **Keep it short!** The word count is a limit, not a minimum.
 - Thanks, Dawn 😊
- **Use active language** instead of aspirational language
 - *We aim to create* a world where every child has the opportunity to learn vs.
 - *We're creating* a world where every child has the opportunity to learn



Writing compelling proposals

- **Keep it short!** The word count is a limit, not a minimum.
 - Thanks, Dawn 😊
- **Use active language** instead of aspirational language
 - *We aim to create* a world where every child has the opportunity to learn vs.
 - *We're creating* a world where every child has the opportunity to learn
- **Highlight your qualifications & specializations**
 - Foundations need you to fulfill their mission. Be explicit about what's in your arsenal & why you're uniquely qualified.



Writing compelling proposals

- **Keep it short!** The word count is a limit, not a minimum.
 - Thanks, Dawn 😊
- **Use active language** instead of aspirational language
 - *We aim to create* a world where every child has the opportunity to learn vs.
 - *We're creating* a world where every child has the opportunity to learn
- **Highlight your qualifications & specializations**
 - Foundations need you to fulfill their mission. Be explicit about what's in your arsenal & why you're uniquely qualified.
- **Reframe your proposal** from the funder's perspective
 - Don't reinvent the wheel... just reconfigure it
 - ChatGPT can be a great resource for this!



Writing compelling proposals

- **Keep it short!** The word count is a limit, not a minimum.
 - Thanks, Dawn 😊
- **Use active language** instead of aspirational language
 - *We aim to create* a world where every child has the opportunity to learn vs.
 - *We're creating* a world where every child has the opportunity to learn
- **Highlight your qualifications & specializations**
 - Foundations need you to fulfill their mission. Be explicit about what's in your arsenal & why you're uniquely qualified.
- **Reframe your proposal** from the funder's perspective
 - Don't reinvent the wheel... just reconfigure it
 - ChatGPT can be a great resource for this!
- **Demonstrate resilience**, sustainability, and adaptability
 - You're an investment – don't be a risky one
 - Show the funder that you know how to **ensure the outcome**



Writing compelling proposals

- **Keep it short!** The word count is a limit, not a minimum.
 - Thanks, Dawn 😊
- **Use active language** instead of aspirational language

Bonus tip:

Acknowledge funders as changemakers.

- **Reframe your proposal** from the funder's perspective
 - Don't reinvent the wheel... just reconfigure it
 - ChatGPT can be a great resource for this!
- **Demonstrate resilience**, sustainability, and adaptability
 - You're an investment – don't be a risky one
 - Show the funder that you know how to **ensure the outcome**

What we covered



3 strategies to discover new funders



7 criteria for prioritizing high-ROI opportunities

*Plus, a **decision matrix** template that's yours to keep!*



5 storytelling techniques to craft compelling proposals



Questions?

instrumentl

Thank you!



Say hello:

nia@instrumentl.com

[linkedin.com/in/niagorbunova](https://www.linkedin.com/in/niagorbunova)

Upcoming Webinars

Registration is Now Open!

“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!”

“Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”

onecause® | WEBINAR

EMPOWERING FUNDRAISERS:
Gain Confidence *and*
Knowledge to **Make the Ask!**

Kiersten Hill
Director of Nonprofit Solutions
Firespring

Wednesday, March 12, 2025

CFRE

The graphic features a teal background with a large white arrow pointing upwards and a silhouette of a person walking on a path. The text is arranged in a clean, modern layout with a mix of bold and regular fonts.



Raise[®] 2025

Be Our Guest!

San Antonio, TX | September 8 & 9, 2025

ENTER PROMO CODE **WEBINAR25** FOR \$200 OFF

www.onecause.com/raise

★ on air ★

Raise[®]
N A T I O N

★ since 2021 ★

CELEBRATING

150

EPISODES

Raise Nation Radio
The Podcast for Fearless Fundraisers



Thank you!

Fundraising Software
to Raise and Reach More



onecause®

Full participation in **Grant Masterclass: Proven Strategies for Discover, Research, and Winning Proposals** presented by OneCause for 1.0 points in Category 1.B - Education of the CFRE International Application for initial certification and/or recertification.

Recording and presentation slides will be emailed to all webinar registrants.



hello@onecause.com | onecause.com