

Identifying resources to support and sustain the work of local immunization coalitions.

PAIC Meeting August 15, 2018

1

Discussion Points

- ▶ Grants 101
- ▶ Exploring and Establishing Partners
- ▶ Marketing and Social Media
- ▶ Fundraising

2

Sources of Grants

- ▶ Businesses
- ▶ Clubs and Associations of Individuals
- ▶ Corporations
- ▶ Foundations
- ▶ Government
- ▶ Workplace Solicitations
- ▶ Religious Organizations

3

How can I find sources? Where do I start?

- ▶ Guidestar - www.guidestar.org
- ▶ Foundation Directory - local library or www.fconline.foundationcenter.org
- ▶ PA Health Funders Collaborative
- ▶ Local Community Foundations
- ▶ Get suggestions from your funder(s)!
- ▶ Other Non-profits' Annual Reports or Website

Sources (Page 2)

- ▶ Banks/Financial Institutions
- ▶ PA Department of Health
- ▶ Federal Government- www.grants.gov
- ▶ Local Hospital/Health Systems
- ▶ www.grantwatch.com (\$)
- ▶ www.grantstation.com (\$)
- ▶ www.grantselect.com (\$)

Get to Know the Funder

- ▶ Review their website thoroughly.
- ▶ Read their strategic plan.
- ▶ What are their funding priorities?
- ▶ Who and what type of projects did they fund in prior years?
- ▶ Look at their staff and Board - do you have any connections with any of them?

- ▶ Do they have geographic limitations when funding?
- ▶ What levels of funding do they provide?
- ▶ What types of funding do they provide?
- ▶ Do they require a telephone call, meeting, or a letter of inquiry before you apply?
- ▶ What are their grant cycles?

XYZ Foundation does not award grants for:

- ▶ Direct scholarship support to individuals
- ▶ Purchase of tickets or advertising for benefit purposes
- ▶ Coverage of continuing operating deficits
- ▶ Document publication
- ▶ Pass-through grant support through a third party
- ▶ Groups such as fraternal organizations, political parties or candidates, veterans, labor or local civic groups, and groups engaged in influencing legislation.
- ▶ Advocacy

Philanthropy is about Relationships

- ▶ Potential funder(s) identified
 - ▶ Educate
 - ▶ Engage
 - ▶ Inform
- ▶ You are both resources
- ▶ Funders "compare notes"

Getting Started

- ▶ 501(c)3? Or Fiduciary Agent?
- ▶ Mission?
- ▶ Board of Directors?
- ▶ Organizational Structure/Staffing
- ▶ History?
- ▶ Accomplishments?

**PA Department of State
Bureau of Charitable Organizations**

Exclusions and exemptions includes:

Any charitable organization which receives gross *national* contributions of \$25,000 or less annually.

Organization cannot compensate any person who conducts solicitations.

**Why do I need a grant?
What am I asking for?**

- ▶ Types
 - ▶ Mini-grants
 - ▶ General Operating
 - ▶ Capacity Building
 - ▶ Program
 - ▶ Capital
- ▶ Address Foundation Priorities or Initiatives

Why do I need funding?
What am I asking for?

- ▶ Case Statement - All the reasons why anyone should give you a charitable gift
 - ▶ Why does your organization exist?
 - ▶ What services/programs do you provide to meet the need or solve a problem?
 - ▶ Why should they provide a gift?
 - ▶ What benefits accrue to the donor?

Exercise

Write a case statement for your Immunization Coalition.

Exercise

With your Coalition Team complete a health education mini-grant proposal.

Health Education Mini-Grant Proposal

Address the following points in a narrative not to exceed two pages:

- ▶ The purpose for which the requested funds will be used;
- ▶ Expected outcomes of this program;
- ▶ Cost documentation & Project budget;
- ▶ Explain how this initiative will enhance the health-related learning experience of the targeted children/families;
- ▶ What is creative/innovative about the proposed activity/program?
- ▶ Please attach any supporting documents.

OK, the decision has been made by the funder - Now what?

- ▶ Acknowledgement and thank you - either way.
- ▶ Publicity re: the award?
- ▶ How are you going to measure your performance against goals and objectives? Who will do this?
- ▶ Mid-year or end of year reporting requirements.

- ▶ Don't stop cultivating the relationship.
- ▶ Keep them apprised about what you're doing and/or current issues.
- ▶ Attend their events.
- ▶ If you get media coverage for something, share it with them.

Mini-Grant Report

- ▶ Briefly describe the project funded:
- ▶ Number of individuals who participated:
- ▶ Expected program outcomes [*Be Specific*]:
- ▶ Actual program outcomes [*Be Specific*]:
- ▶ What have you, as an educator, learned from this experience?
- ▶ Include any media coverage or photographs of your event.

Partners

- ▶ Funders
- ▶ Members/Supporters
- ▶ Legislators and Policy Makers
- ▶ Academic Institutions
- ▶ Businesses (local as well as pharma)
- ▶ Other Associations/Coalitions

Why Have Partners?

- ▶ \$\$\$
- ▶ In-kind gifts
- ▶ Matching gifts
- ▶ Pro bono Services
- ▶ Meeting Space
- ▶ Skilled Volunteers
- ▶ Marketing Assistance
- ▶ Advocacy (if needed)

Social Media

- ▶ Facebook
- ▶ Twitter
- ▶ Instagram
- ▶ LinkedIn
- ▶ YouTube
- ▶ Flickr

22

- ▶ On-line Newsletters (Constant Contact)
- ▶ Listserv
- ▶ Blogs
- ▶ Website
- ▶ Crowdfunding

23

Nonprofit Tech 2.0

A fundraising and social media resource
for Nonprofits.

www.nptechforgood.com

24

Tips

- ▶ Education - Advocacy - Fundraising
- ▶ Message consistency across media critical.
- ▶ Have a reason for posting.
- ▶ Include a call to action (volunteer, donate, or participate).
- ▶ Tell a story.

Marketing (low cost or free)

- ▶ Local radio interviews.
- ▶ Feature stories in print media.
- ▶ TV Public Service Announcement spots.
- ▶ Speaking Opportunities
- ▶ Community Events (back to school, etc.)
- ▶ Schools

Fundraising

- ▶ Service Clubs (Rotary, Lions, etc.)
- ▶ Business Events (restaurants, beauty shops)
- ▶ Corporate Golf Outings
- ▶ Sports Teams/Venues
- ▶ Annual Coalition Meetings
- ▶ Special Events (trivia nights, races, etc.)
- ▶ Crowdfunding




