

Find grants and other funding opportunities

While donors may make up a good core of your fundraising strategy, there are often overlooked free dollars out there that you may qualify for without realizing. It is important to understand where these areas of opportunity are.

STRATEGY CHECKLIST

- What fundraising resources and databases do you use?
How effective are they? Are there other services you should be using?
- Do you have effective proposal writing processes?
Do you follow the RFP closely?
Do you communicate a story that resonates with the funder?
Do you leverage the “letter of intent” process?
- Have you developed relationships with funding officers?
How regularly do you reach out to them?
How familiar are they with your organization?
How can you be mutually beneficial to each other?
- Do you have a strategy for engaging with potential funders?
Do you use CRM for funders as well as donors? How could this be improved?

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