

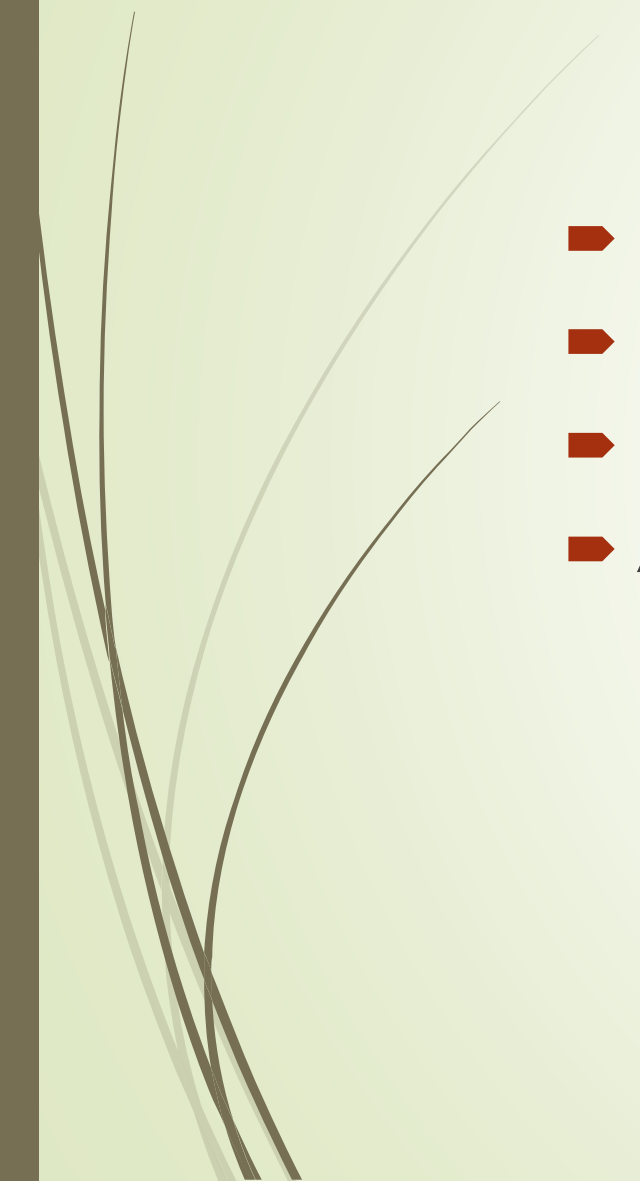


Mike Lovegreen's Secrets to Fund Raising

PA Staff Conference March 8, 2017

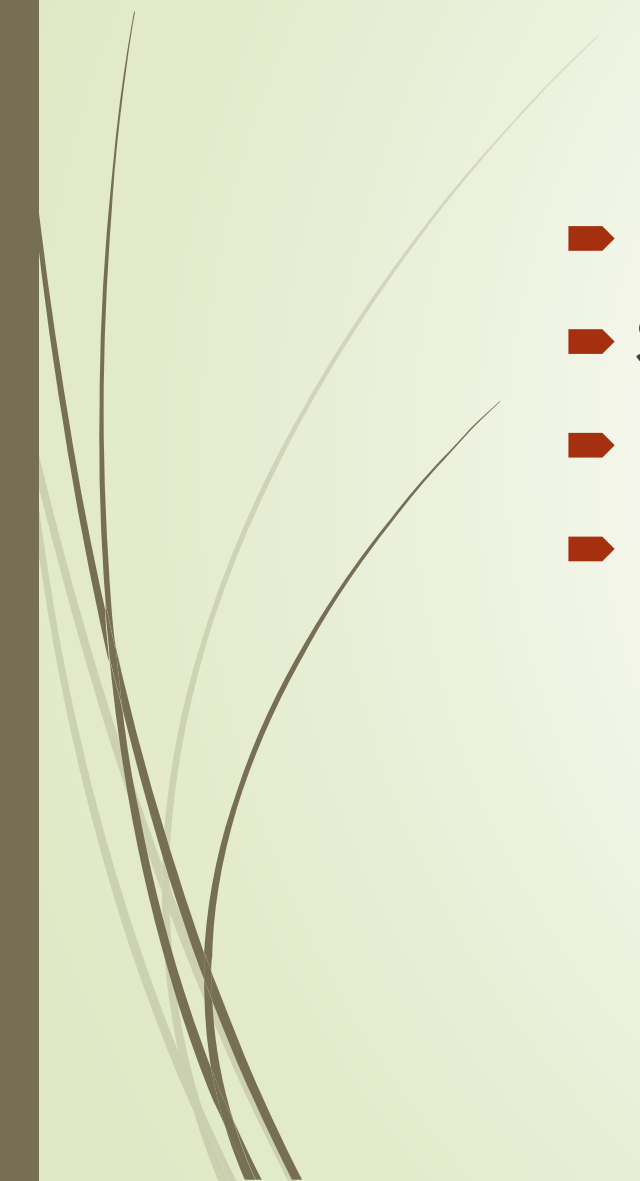


1 – Based on District Strategic Plan

- Helps focus project proposals
 - Based on identified needs – plan points to that need
 - Identifies target audiences and potential partners
 - Avoids the limitless great ideas
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#2 – Tied to District Budget

- Budget generously
 - Spend Conservatively
 - Identifies where resources are coming from
 - Budget is money and resources
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#3 – Try Not to Go It Alone

- Find co-Sponsors / Community support – chances are if you can't find co-Sponsors project isn't a winner and will be harder to accomplish – **WHAT'S IN IT FOR THEM**
- Identify specific roles and resources co-Sponsors are responsible for
- Building partner support builds target group ownership
- Utilize “fringe” or “tough groups” as co-sponsors to assure they have an interest in seeing success
- Don't be afraid to ask – worst thing you get is “NO”



#4 – Know Your Funding Source

- What are the programs' / funders' Interest?
- Talk to Them personally to review ideas
- 80% of grant award is developed in pre-application process
- What's the current “buzz-words” – what are they looking for
- Attend Meetings – Read Reports – to determine what and where resources are being focused



#5 – Detail Goals & Objectives

- Lay out Goals and Objectives and expected outcomes
 - # BMPs
 - # trainings
 - # publications
 - # people reached
 - # lbs. N or P or Sediment saved
- Look for the innovative / unique



#6 – Realistic Work Plan

- Detail out each step from organization to final report
- Include dates/timeline for each step
- Identify who will accomplish each step from administrative support to actual tasks
- Demonstrate you know what you are doing – inspires confidence that you included all the “stuff”
- Be sure to include Final Report as last step
- Organize by Goals & Objectives



#7 – Realistic Budget

- ▶ Develop from your Work Plan
- ▶ Don't under estimate or over estimate – funders looking for value
- ▶ Always seems to take longer – consider all it will take to accomplish from clerical to mileage
- ▶ Capture **ALL YOUR IN-KIND**
 - ▶ Be creative
 - ▶ Be realistic on in-kind

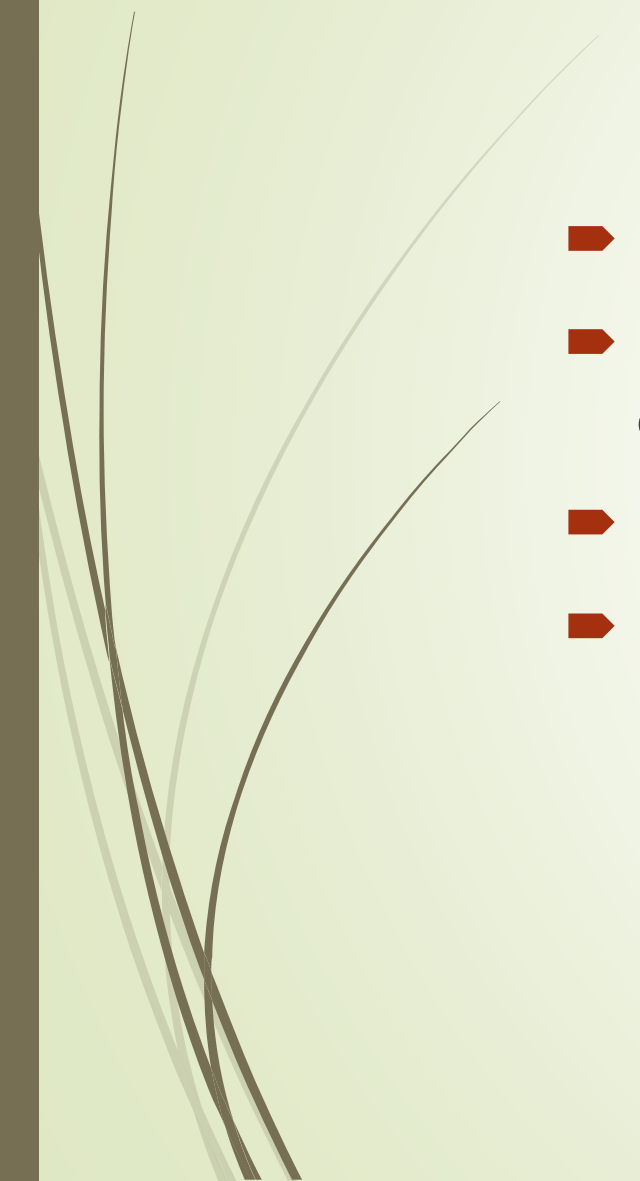


#8 – Capture Accomplishments

- Good Record Keeping
- Promise Realistic Accomplishments but **DELIVER MORE**



#9 – Final Report

- Report what and how you did what you did
 - How much did it cost and what did that buy in achieving goals
 - Repeat and organize by goals and objectives
 - Discuss what worked and what didn't – be honest in project evaluation
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10 – Other Stuff

- Utilize Community Resources to develop and achieve – Build on-going support (institutionalize) – take longer but lasts longer
 - Meet Target Audience Needs
 - Utilize the District Team and Partners expertise in development and implementation
 - Don't develop in a vacuum
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