

Steps to Building Relationships with Funders

What's Next
grants

Why is building relationships with grant funders important?

Building relationships with grant funders is crucial as it can lead to increased trust, better communication, and a higher likelihood of receiving funding.

Establishing rapport also helps applicants understand the funder's priorities and expectations more clearly.

Tip... Grant funding is competitive. Your chances are better if you build a relationship first.

How can I identify the right grant funders to build relationships with?

To identify the right funders, research their mission, funding priorities, and past grants. Ensure alignment between your organization's goals and the funder's objectives. Tools like grant databases and networking events can be helpful in this process.

Tip... Some libraries offer free access to Candid's Foundation Directory. If your library doesn't offer the service, they can request it for free by contacting Candid. www.candid.org

What are some effective ways to initiate contact with a potential grant funder?

Effective ways to initiate contact include sending a concise and personalized email, attending events they host, or reaching out through mutual connections. Demonstrate genuine interest in their mission and highlight how your organization aligns

	<p>with their goals.</p> <p>Tip... Follow funders on social media, request to receive their newsletter, and invite them to follow your social media platforms.</p>
<p><i>How can I maintain a strong relationship with a grant funder after receiving funding?</i></p>	<p>Maintaining a strong relationship involves regular communication, providing detailed progress reports, and expressing gratitude. Show funders the impact to their contribution and involve them in the success of your projects, when appropriate.</p>
<p><i>What are some common mistakes to avoid when building relationships with funders?</i></p>	<ul style="list-style-type: none"> • failing to research the funder • being overly aggressive or persistent in outreach • neglecting to follow up after meetings • providing incomplete, unclear proposals <p>Tip... Always strive for professionalism and mutual respect.</p>
<p><i>What types of questions can I ask funders?</i></p>	<ul style="list-style-type: none"> • What percentage of applications are accepted? • Do you plan on holding information sessions or webinars? • What is the average size of an award or grant? Is there a typical range? • What can a new or small organization do to show credibility or capacity? <p>Tip... Don't ask questions when the answers are clearly stated on their website or RFP (request for proposal). It shows you didn't do your homework.</p>