



You're back! You're one of the few who follow through - kudos! That's a trait that will serve you well in grant-seeking.

This is Module 2 of your grant training - and where you'll really begin to dive into the core of the program.

HOW TO IDENTIFY PROSPECTS

Foundations have particular interests and may choose to limit their grant making to certain geographic areas. It is the applicant's responsibility to identify foundations with interests that align with the applicant organization's programs and services.

Before an organization begins researching to identify foundation grant makers to support its programs and services, it is important to identify specific projects and services. Further, it will be helpful to assign costs to the projects and services. While some foundations will be capable of funding the total cost of a project, many will contribute a portion of the total cost. Locating the foundation's giving history to determine how much each foundation is capable of giving is part of the prospect research process. It is common to ask several foundations to contribute to the same project to make up the total cost of the project or service.

To begin identifying foundation grant makers, it is recommended the organization make a list of connections that any of the staff, board, or agency volunteers have with foundation representatives, especially corporate foundations:

1. List vendors and individuals with whom the organization conducts business (i.e., banks and financial institutions, insurance companies, office suppliers, etc.)
2. List area businesses that may be linked to corporations with charitable giving programs (i.e., McDonald's restaurants, Office Depot, Proctor and Gamble, Lowe's, Home Depot, Target, Best Buy, etc.)

Once the lists are completed, check to see if the business has a website and begin searching for information about the interests, limitations, restrictions, and application guidelines of each foundation. If the information about the foundation aligns with the applicant organization and project, it is a match to be pursued by submitting a Letter of Intent or grant proposal. [Click here](#) for more guidance on writing a Letter of Intent. [Click here](#) for Grant Writing Basics.

An organization's best prospects are those foundations (1) located in the same geographic area; (2) that are known to fund similar projects for other organizations; and, (3) where the organization has existing relationships and contacts. It is recommended that an organization begin its search for grant makers by looking first for local grant makers, and then expand the search statewide, regionally, and nationally.



RESEARCH RESOURCES

Chances are you've used some sort of prospecting tool such as the [Foundation Directory Online](#) which provides databases containing information about thousands of foundations throughout the nation and is searchable using key terms and geographic areas. There are others too. But if you don't have the resources for subscription based foundation prospecting tools, you'll be surprised to learn that there are some free options which can help immediately.

There are several free resources such as [Guidestar](#), which provides free information about a foundation's grant making based upon tax reports. Are you familiar with the website Nozasearch.com? Have you used it? With NOZAssearch all you need is an internet connection to search for foundations quickly and easily with the click of a button. But rather than take you step-by-step through the process in this lesson, we're going to direct you to a tutorial NOZAssearch created for this module that will guide you through the steps you take to research prospective funders. Check it out [here](#).

And GrantsQuest staff can conduct specific funding searches for you using these resources as well as several subscription databases we maintain ourselves and through partner organizations. As a member of NSBA, you are entitled to receive our professional funding research assistance at a special discounted rate.

If you are interested in having us conduct a funding search for your school or district or have any questions, simply drop us an email at nsba@grantsquest.com.

Now go - sign up for a free [Noza account](#) and watch the tutorial. Then finish up back here!

When you come back, download our [prospect research tool](#) (it's an excel document) and put together your own listing of at least five prospective foundation funders before the lesson next week.

For extra credit read [Six Critical Things to Look for in a Foundation's 990](#). There are also some tutorials available at [Guidestar](#).

We'll see you next week.