

Grants Plus Guide to Prioritizing Grant Funding Prospects

A prosperous year begins with having a grants game plan.

Winning grants is not just about finding grant funding opportunities, but also vetting them through the lens of your organization's unique context. It is important that your fund development team focus their limited time and resource on the right funders, which are those most likely to fund your organization.

Check your funding prospects against the following criteria to prioritize the funders to pursue now, later, or never.

Factors of Funders with Strong Potential

- Fit with funder's mission is strong
- Make grants in your geographic area
- Fund the population(s) you serve
- Does give to new grantees
- Have a defined application process
- Are open to personal contact
- You have a human connection



Factors of Funders with Some Potential

- Fit with funder's mission is strong
- Make grants in your geographic area
- Fund the population(s) you serve
- Might give to new grantees
- Have a closed or unknown application process
- You lack a connection or face a contact barrier



Factors of Funders to Perhaps Pursue One Day

- Fit with funder's mission is a stretch
- Make few or no grants in your geography
- May fund the population(s) you serve
- Don't accept uninvited applications
- Require extensive cultivation to get in the door



Factors of Funders to Pass Up

- Fit with funder's mission is weak
- Don't make grants in your geography
- Don't fund the population(s) you serve
- Only funds pre-selected organizations
- No evidence of funding new grantees
- No personal connection to override other factors



Finding and evaluating funders requires time, experience, and discretion.

Know that you have an experienced team ready to help.

Contact info@grantsplus.com to help you prepare!



Visit grantsplus.com/services for more!

