

NARROWING THE SEARCH FOR FOUNDATION FUNDERS: Scanning *Foundation Directory* info pages (Feb. 2008)

The Foundation Directory (with information on the largest 10,000 foundations in the U.S.) is available at all Foundation Center Cooperating Collection Libraries (or can be purchased directly from the Foundation Center for \$215). The Foundation Directory, Part 2 (\$185) lists the next largest 10,000 foundations.

A list of public libraries that provide a core collection of Foundation Center publications and supplementary materials useful for funder research is available at **www.foundationcenter.org/collections**. Click on your state listing to find the name and locations of Cooperating Collection libraries in your state. In Missouri, there are six - Foundation Center Cooperating Collection libraries: Columbia/Boone County Community Partnership, Kansas City Public Library, Kirkwood Public Library, Springfield-Greene County Library, St. Louis Public Library and St. Charles City-County Library. For Missourians located in the Bootheel, you can also click on the Tennessee collection to get the address for the collection at the Memphis Public Library.

RESEARCHING GUIDELINES

To save time as you search for funder matches, follow this sequence as you look over Foundation Directory entry pages. As soon as you find information that doesn't match with your organization's interests, you can move on in your search to a different funder. If the criteria match throughout the nine keys, you have found a good funder prospect.

1. **LIMITATIONS: - Geographic** - If the funder doesn't provide funds to your geographic area, end this search and move on to another prospect.
2. **LIMITATIONS: Organizations** - describes the type of organizations that the funder will and won't fund – if you don't match this description, move on to another prospect.
3. **PURPOSE and ACTIVITIES:** does your organization provide services/activities within the funder's interest area? If not, this isn't a good match – move on to another funder prospect.
4. **TYPES of SUPPORT:** does the funder provide the type of funding you desire?
Some funding options are:
 - Continuing Support
 - Endowment Funds
 - In-Kind Gifts
 - Matching Funds
 - Operating Funds
 - Program Development support
 - Seed Money

If not, you will either need to reconsider the focus of your project or move on to another funder prospect.

5. **INITIAL APPROACH:** If you are a match up to this point, you are now entering the stage of determining how to approach the prospective funder. You can only make one initial first impression, so make sure you approach the funder the way they request. If they request no phone calls, don't call them. But if a phone call is appropriate, to help you make a good first impression, make sure you can answer the following questions:

- Who are we (your organization)?
- Who does our organization represent?
- What issue or opportunity are we addressing?
- Who are the stakeholders for this issue?
- What strategy is our organization pursuing?
- This will improve the situation by _____
- The cost of this project is _____
- We have already done the following _____
- We have already recruited the following resources _____
- We have already contacted the following partners/funders _____
- They are going to help by _____
- If they have chosen not to help, it is because _____
- What we need from you is _____

6. **DEADLINES:** If you have missed this year's deadline, don't give up. Put the contact information you have found to this point in a "tickler file" to remind you with plenty of time to prepare an application before next year's deadline.

7. **BOARD MEETING DATES:** This date will give you a sense of how long you will be waiting before you receive a response (positive or negative) to your application.

8. **GRANT RANGE:** Read this information closely. You need to match your grant request closely to the funding range the funder normally approves. A grant request much higher or much lower than normally approved by the funder will receive a negative reception from the funder and could be rejected out of hand.

9. **SELECTED GRANTS:** If you have matched the criteria up to this point, this is an area that can give you a competitive advantage. Look at the type of organizations listed here, where they are located and what type of project they have been funded to provide. This is a revealing insight into the funder's preferences. If possible research these organizations to get additional information so you can design your project accordingly.

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Jefferson City, MO 65102-0570 573-751-6750**

John: Funding-Grantwriting Guidelines: Narrowing the Search for Funders – Foundation Directory