Fundraising remains a major concern for most CAGs. Based on a survey of CAGs nationwide, the majority of groups rely heavily on individual donations. This chapter provides CAGs with strategies for identifying potential funding sources outside of individual donations, and tips for writing grant proposals. The chapter also includes sample grant proposals from active CAGs and ideas for fundraising online.

1) **Funding Research**

Before you begin your funding research, it is important to understand the language of fundraising. The Foundation Center provides a comprehensive glossary of funding terms. The Foundation Center also offers an excellent Guide to Funding Research. The guide includes detailed information about the proposal process, sources of information on corporate giving, expert advice from a foundation program officer, and basic funding research strategies.

The Foundation Center's homepage also includes an extremely useful Foundation Finder. The Foundation Finder allows you to identify foundations quickly and efficiently by name, state, or zip code.

The Center for Community Change (CCC) developed fundraising resources designed specifically for community organizations. The resource "Private Sector Funding Sources" defines the various types of private funding sources. Although some of the statistical data may be outdated, the definitions and explanations are extremely valuable.

2) **Grant Writing Tips**

A web-based resource called non-profit guides was created solely to assist non-profit organizations with grant writing. The website provides basic grant writing tips, sample letters of inquiry, requests for proposals, and proposals from different types of foundations.

GuideStar also offers two excellent articles on grant writing. The first article, "Grant Writing 101," provides resources to grant seekers based on the advice from other nonprofit professionals. The second article, "Grant Writing 102," offers specific, user-friendly tips from successful grant writers.

The Center for Community Change developed a paper titled "Writing a Winning Proposal." The paper is geared specifically towards community organizations and

includes a detailed description of common grant structures, suggestions for writing cover letters, and the valuable do's and don'ts of grant writing.

Charity Channel, an online nonprofit resource designed to bring together nonprofit professionals, provides a practical, easy-to-read list of rules to follow when submitting a grant application. The Grant Application Primer provides a complete list of grant application "how-tos."

Please note that when determining whether or not to apply for a grant, it is important to consider if the funds will be for a specific project or for general operating expenses. An organization with limited staff resources must be careful about committing to too many simultaneous project-specific grants.

3) CAG Sample Grant Proposals

Voices for Quality Care (LTC), Inc., an all-volunteer, Maryland CAG, received $7,000 for their proposal to the Maryland Department of Health and Mental Hygiene, Office of Health Care Quality, titled "Improving the Quality of Long-Term Care in Maryland Through Culture Change Conferences & A Nursing Home Pilot Project." The proposal asked for funding to raise awareness about culture change in Maryland, Washington, D.C., and Delaware through educational conferences.

The Long Term Care Community Coalition (LTCCC), a New York CAG, submitted a proposal requesting $10,000 for general organizational support. Their proposal exemplifies a standard format for grant writing and illustrates one strategy for asking for general operating funds.

The Long Term Care Community Coalition (LTCCC) shared another proposal titled "Using Technology to Increase Knowledge Among Vulnerable and Poor Elderly, Disabled, and Long-Term Care Consumers." The 2004 proposal requested $15,000 from the Rite Aid foundation.

4) Ideas for Fundraising

NCCNHR developed a document titled "Fundraising Ideas by CAGs for CAGs" to highlight specific CAG fundraising strategies such as holding an event, encouraging full financial participation from your board, and partnering with local businesses and other nonprofits in a fundraising project.

5) Online Fundraising

In chapter 3, we will further discuss why the efficient use of technology is essential to the success of your organization. However, this section focuses on the use of technology for fundraising. In today's computer and internet driven world, a clear connection exists between fundraising and the use of technology. The internet offers nonprofits an inexpensive, efficient, and effective way to send messages to their constituents. Of course, with the high volume of e-mail sent

every day, it is important to use strategies to ensure that your communication will be read and, ideally, acted upon.

Two articles from Guidestar provide concrete advice for using online communications to increase fundraising efforts. The first article, "[On-line Fundraising Best Practices: Two Words of Advice](#)," emphasizes that establishing an online donating mechanism is not enough and that you must let people know that your CAG is accessible online and how to donate. The second article, "[Writing E-mails for Fundraising: The "Rules" Are a Bit Different from Your Other Communications](#)," offers specific suggestions for getting the most out of your fundraising e-mails.

For a historical perspective on online fundraising, please read the Nonprofit Quarterly's 2004 article "[A Decade of Online Fundraising](#)" which includes proven strategies for successful online fundraising.