



**STORY POINT**  
CONSULTING

# Fundraising Basics for Small Nonprofits

How To Make Your Grant Search More Effective

## How We Help!

As Canadian fundraising consultants with over 20 years of experience, we help the people working or volunteering at charities and nonprofits **find** the right donors, effectively **communicate** with supporters, and **strengthen relationships** with them.





Canadian Indigenous Flag, designed by Curtis Wilson of the Wei Wai Kum First Nation

## Understanding the Process



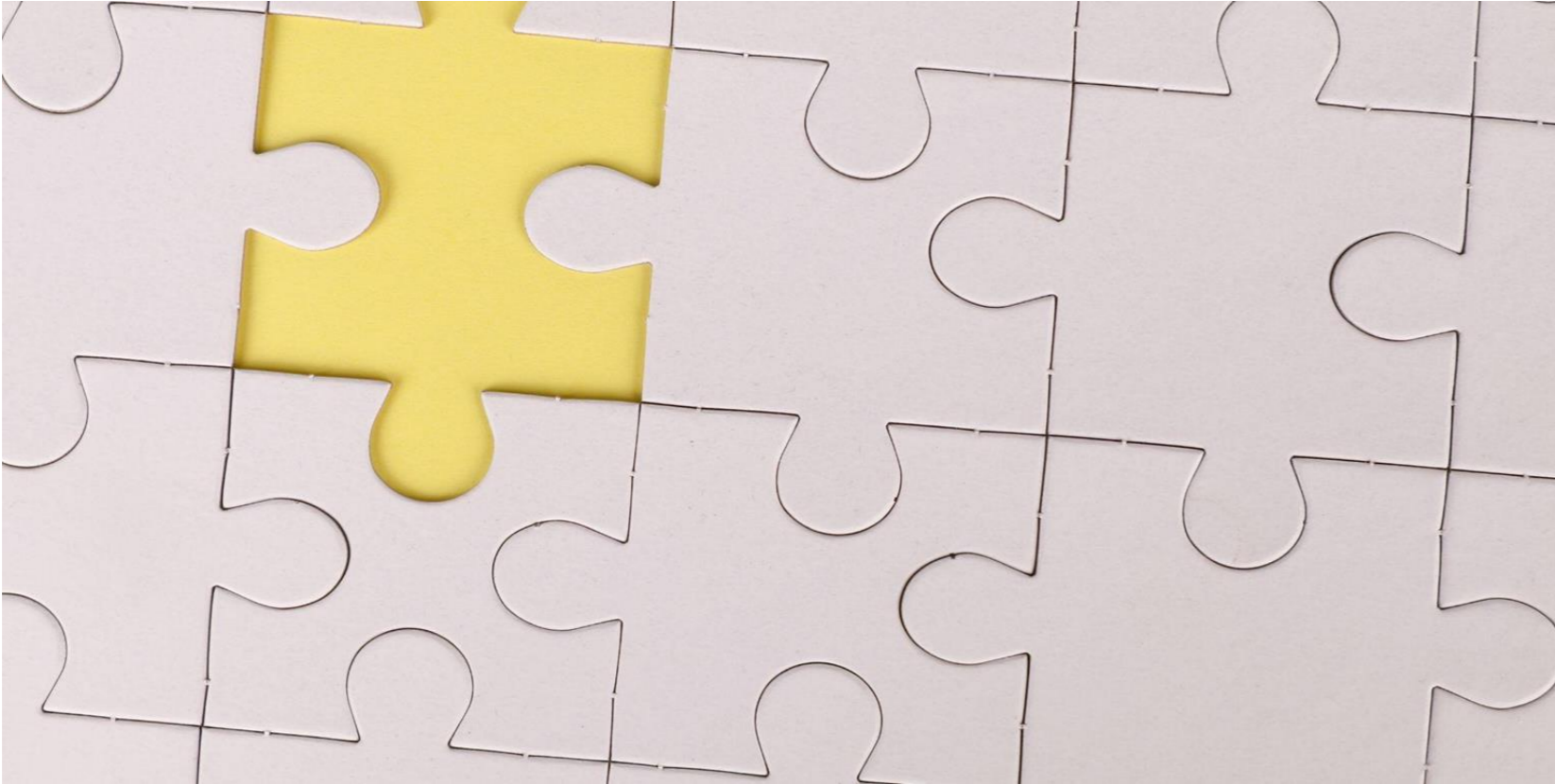
**Understanding the grant writing process.**

## Interpreting Eligibility



**How to interpret the eligibility of funders.**

## Finding the Best Fit



**Finding appropriate funding more efficiently.**

## Reducing Research Time



**Strategies to improve efficiency.**



## Overview of the Grant Writing Process



## Identifying Your Organization's Needs



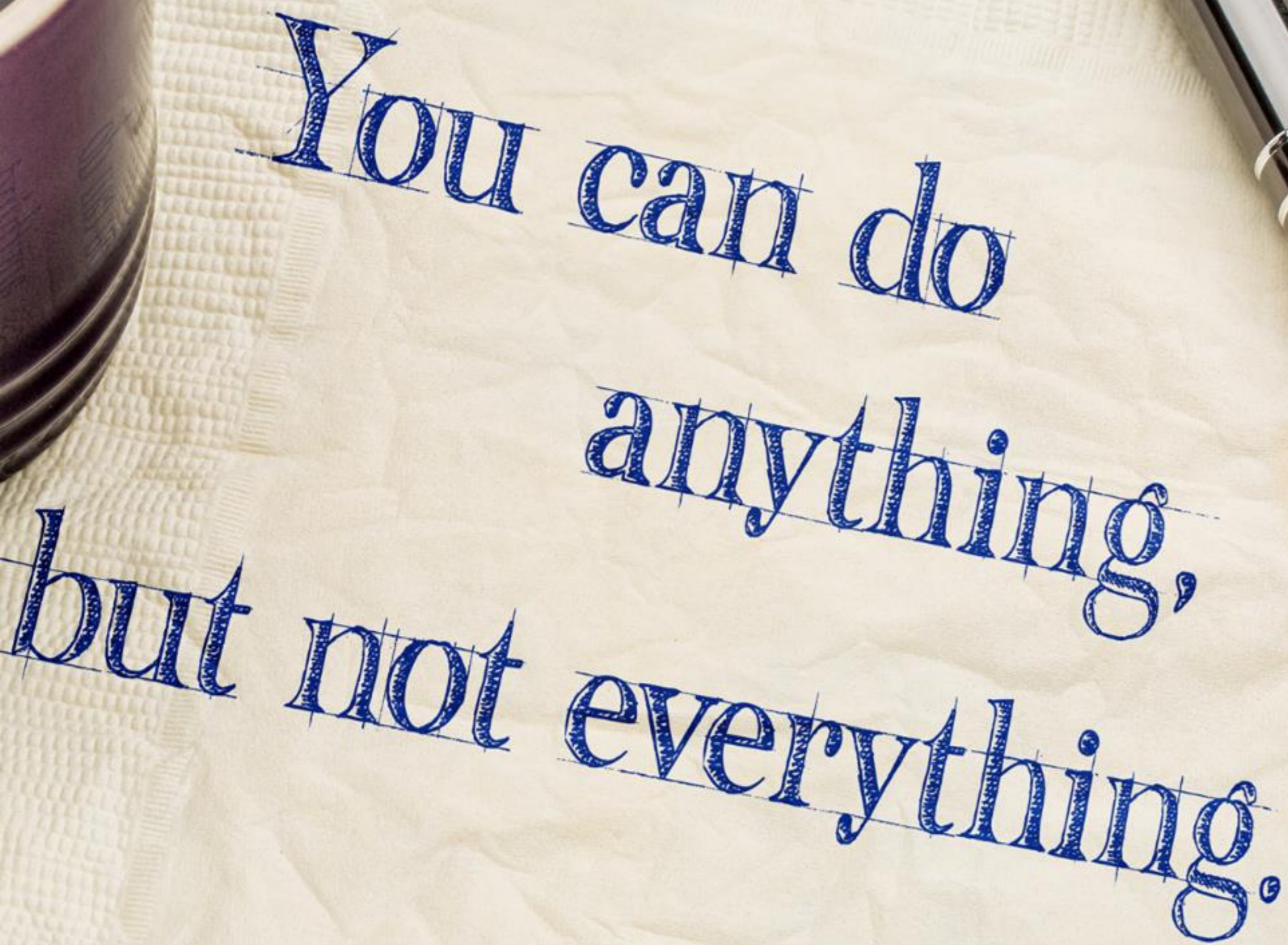
## How Can Grants Support Your Cause?



## Estimate the Costs Involved

**Defining your goal:  
An example**





You can do  
anything,  
but not everything.

## Prioritizing Your Goals

Enhance grant research by focusing on your organization's priorities.



## **Research Potential Funders**



## Interpreting Eligibility Criteria

# Organization Type





## Project Type



## Geographic Restrictions



## Demographic Community



## Funding Amount



## Funding Term



## **Finding the Best Fit**

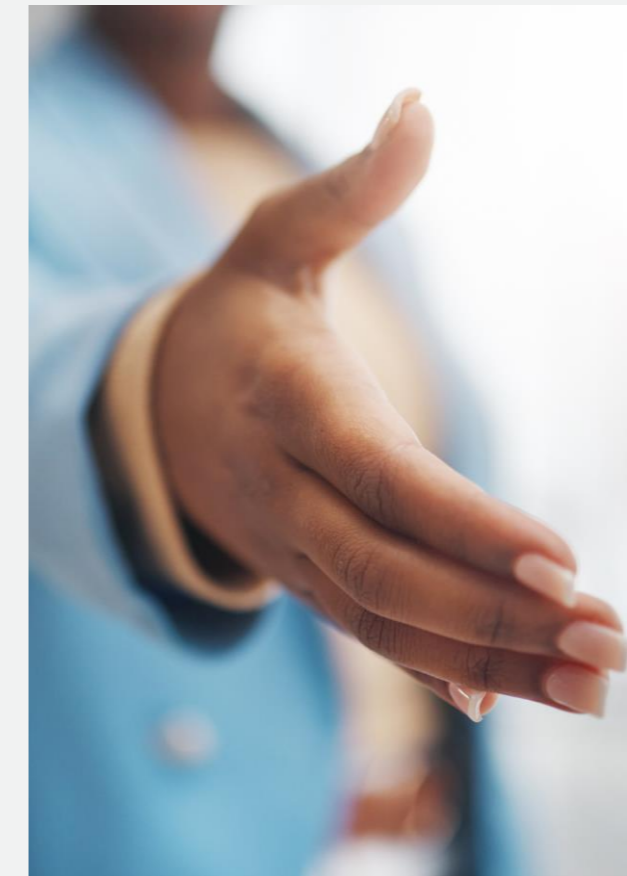
# Considerations for Finding a Fit



**Open vs. Closed**



**National vs. Local**



**Trust-Based vs. Traditional**



**Deadline vs. Rolling Submission**

# Open vs. Closed Grants



# National vs. Local Grants



# Trust Based vs. Traditional



## Deadline Based vs. Rolling Submission



# Effective Grant Research





## Reducing Research Time on Grant Databases

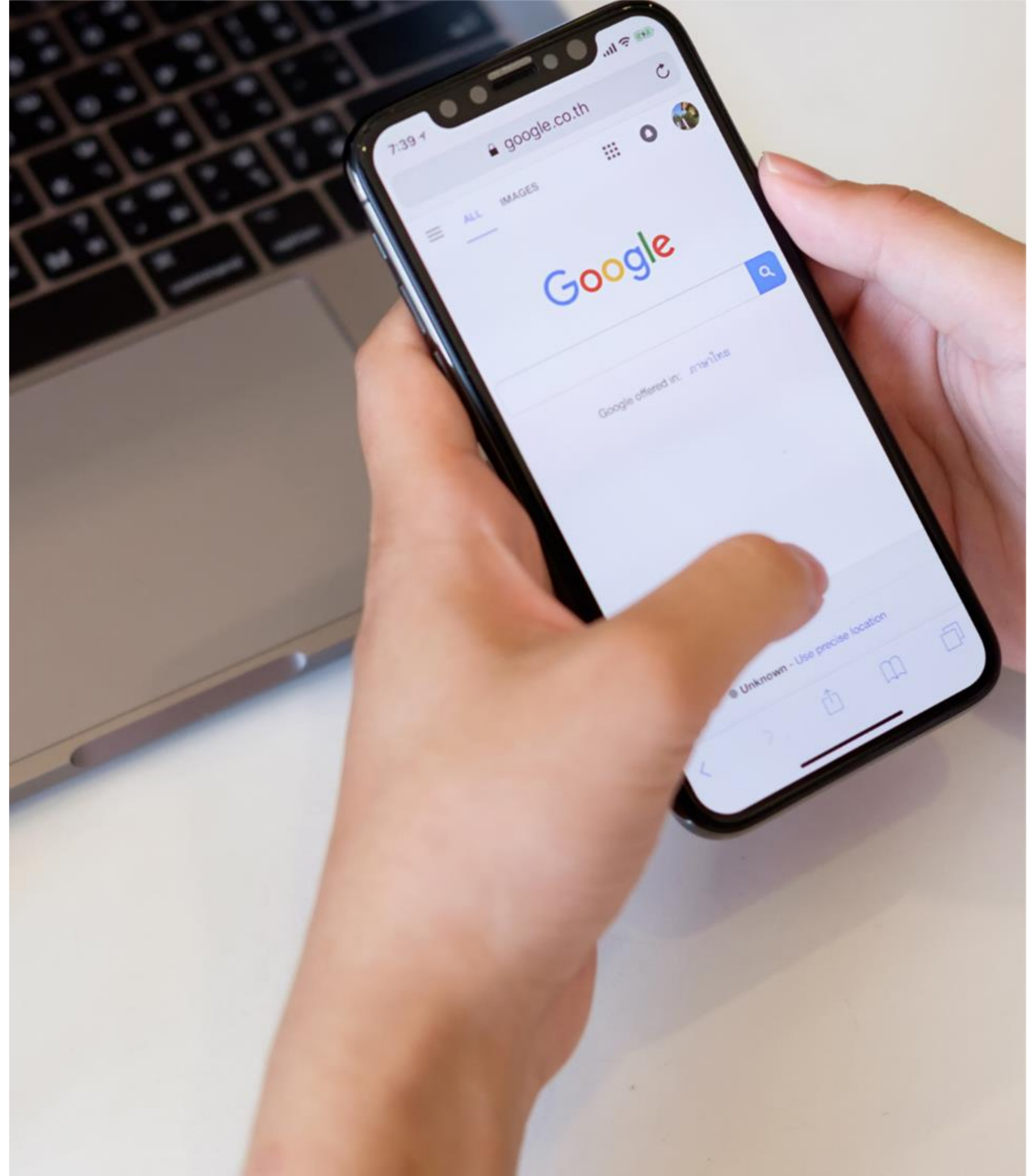


## Networking to Narrow Your Grant Search



## **Build Relationships with Past Funders**

# Reducing Time Searching Online





**Take Advantage of Technology**



**Stay Organized**



## Attend Training



**Maximize Your Impact and Save Time**



## Dealing with Rejection



## Tips for Successful Grant Applications



## **Clarify Alignment with Funder**

# Target the Right Grant Opportunities

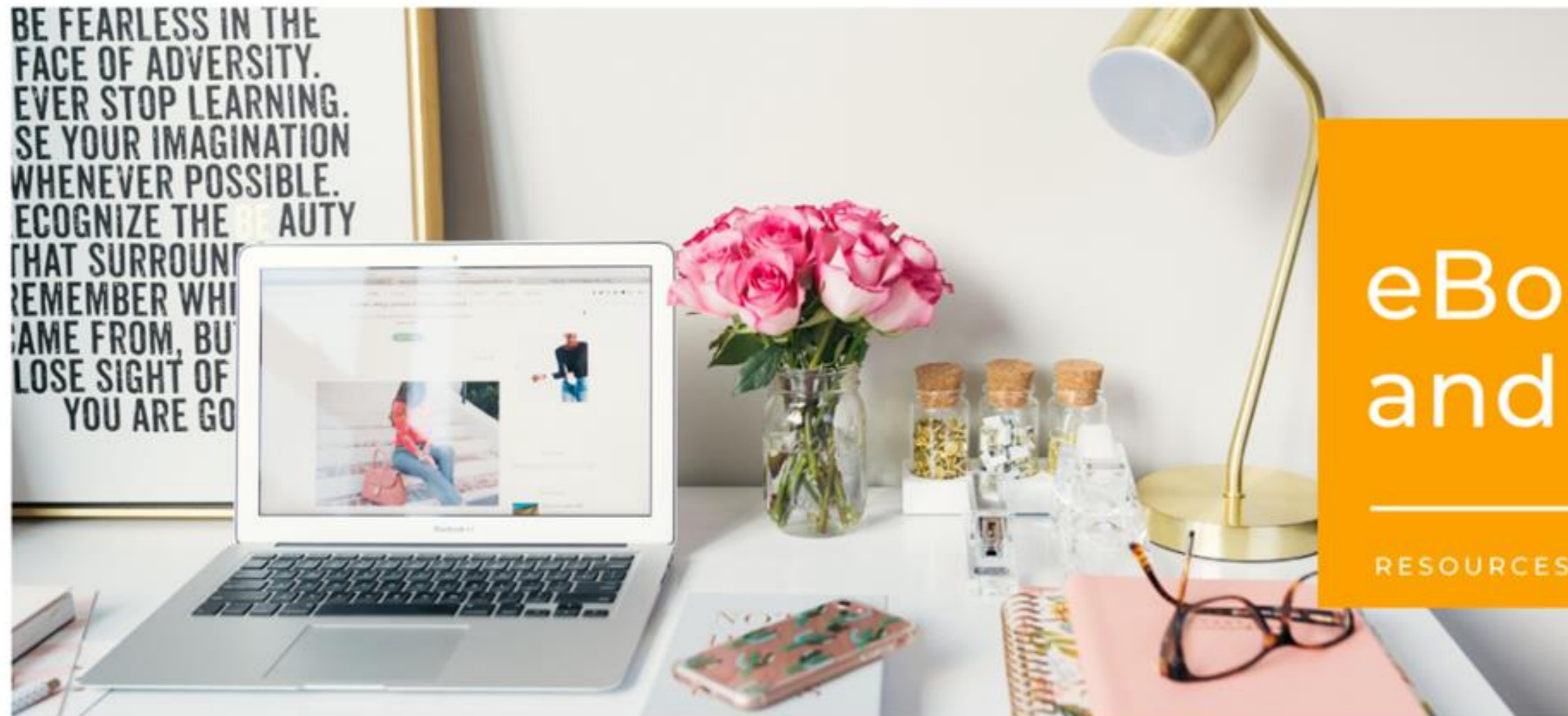




## Engage Your Team



**Thank Your Funder**



eBooks, tools  
and templates

RESOURCES FROM STORY POINT CONSULTING

## Fundraising Templates

Visit our Resource Library at: [storypoint.ca/](https://storypoint.ca/)



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