

Show What You Need: Planning Your Program and Funding Path

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Funders Favor Solid Recipients

- Looking for evidence that you:
 - Have a ***clear plan*** for your program and how the project fits in
 - Can effectively ***manage infrastructure*** you build
 - Have solid ***community support***
 - Know how to ***follow directions***
- ***Familiarity*** Breeds Success

Clear Plan

- Have a clear program and financial plan
 - Pays to invest in program and financial planning
 - Builds confidence you know where you're going
 - Shows you are financially astute
 - Shows how projects fit in the bigger picture
- Helps piece together the *funding puzzle*

Effective Operations and Maintenance

- Show that you take care of your infrastructure:
 - Includes all of the assets under your care
 - An active *Asset Management System* is critical to O&M
 - Pays for itself- enables timely action before assets fail

More information Available At:

<https://www3.epa.gov/region9/water/npdes/asset-mgmt/index.html>

Community Support

- Show that your customers support what you are doing
 - Invest in building community and elected official understanding and support
 - Not a one-time investment, needs continuous attention
 - For many grants, grantors pay attention to support letters

Attention to Detail

- Be *careful* to fully read and follow instructions
 - Grant and loan funding is competitive!
 - Little mistakes sink good applications
 - Say back what they ask for
- If a grant/loan newbie, ask for help from peers

“A Nonprofit’s Guide To Getting Your First Government Grant”
<https://calnonprofits.org/resources/a-nonprofit-s-guide-to-your-first-government-grant>

Know Your Grantor/Lender

- Networking Works
 - Get to know grantors and lenders before you apply
 - Agencies often can't tell you much after RFPs go out
- Learn the Funding Cycles
 - Know when agencies make funding available and plan ahead
- Know the Strings
 - Grants often require match, loans usually have to be repaid
 - Paperwork/Reporting
 - Payment often after the fact

Thank You! Questions?
