GRANTS OFFICE
empowering communities

Finding the Fit

Identifying Funders that Best Support Your Mission

Today's Presenters



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TODAY'S AGENDA

01 | Understanding your Mission Statement

02 | Matching with a Funder's Mission Statement

03 | Proving the Alignment in a Grant Proposal

04 | Grants Office Services and How to Engage

05 | Q&A



What does your mission statement say about you?









What is a Mission Statement?

A simple statement about the goals, values, and objectives of your organization. It tells grant funders **who you are** and **what you do**.

What do funders see inside your Mission Statement?



01 Your Purpose
Why does your organization exist?

02 Who You Serve
Who benefits from your work?

03 What You Do
What services, products or programs do you offer?

04 How You Do It
What is your approach?

05 Your Impact
What influence do you hope to accomplish?

What are your fellow grantseekers saying with their mission statements?



City of Muskegon

To Improve the Quality of Life for the Citizens of Muskegon Through Good Stewardship of Resources, Excellent Service and Leadership for the Greater Community.



Museum of Modern Art

The Museum of Modern Art connects people from around the world to the art of our time.

We aspire to be a catalyst for experimentation, learning, and creativity, a gathering place for all, and a home for artists and their ideas.

Do you fit with the funder's mission statement?









How are funders guided by their Mission Statements?

- All funders exist to benefit a specific mission, population group, or geographic region
- All funders work towards long-term, demonstrable impacts
- All funders report to a governing body or government entity on how they distributed resources

How do you find a good match?

01 Understand the funder's purpose

- What is their core mission?
- What priorities do they emphasize?

02 Align your goals

- What do they hope to accomplish?
- Is it a match?

03 Focus on funding guidelines

- What population do they serve?
- What is their focused geographic area?
- What are their funding parameters?

04 Check the funding history

- What previous organizations have they funded?
- What types of past projects won awards?
- What were past award sizes?

How are your fellow grantseekers matching up with funders?



City of Muskegon

Proposal

The City of Muskegon is seeking funding to install A/V equipment and replacement security cameras in Pioneer Park for public movie presentations.



Museum of Modern Art

Proposal

The Museum of Modern Art is applying for funding to digitize and preserve important collections of African-American art and literature.

How do you show mission alignment in a grant proposal?

Proposal Section: Goals

What do you want to achieve with the award?

- Explain your project in detail
- Explain how the proposed project advances your mission
- Specify who/what will benefit from the initiative
- Describe your desired outcome



Proposal Section: Action Plan

How will you accomplish your goals with grant funding?

- Define clear objectives and action steps
- Ensure each action step has a clear connection to your mission and project goals
- Establish a timeline for completing each step



Proposal Section: Narrative

How will you justify your needs?

- State your mission and the population you serve
- Explain how you identified the need for your project
- Use consistent language that ties in your mission to the project needs, outcomes, and budget requests
- Reinforce how the grant will strengthen your organization's ability to complete your project and advance your mission



Remember, funders don't invest in your organization simply because you *ask* for money—they invest because you **share the same vision** and they believe *their investment* in you will **make a meaningful impact**.



Grants Office Services

SCAN HERE

Research & Consultation

Grants Office will identify what grants best fit your upcoming projects and develop next steps.

Project Building

Grants Office will advise on project development and material gathering with a particular grant in mind.

Grant Proposal Writing

Grants Office will write a competitive and engaging proposal.

Grant Proposal Review

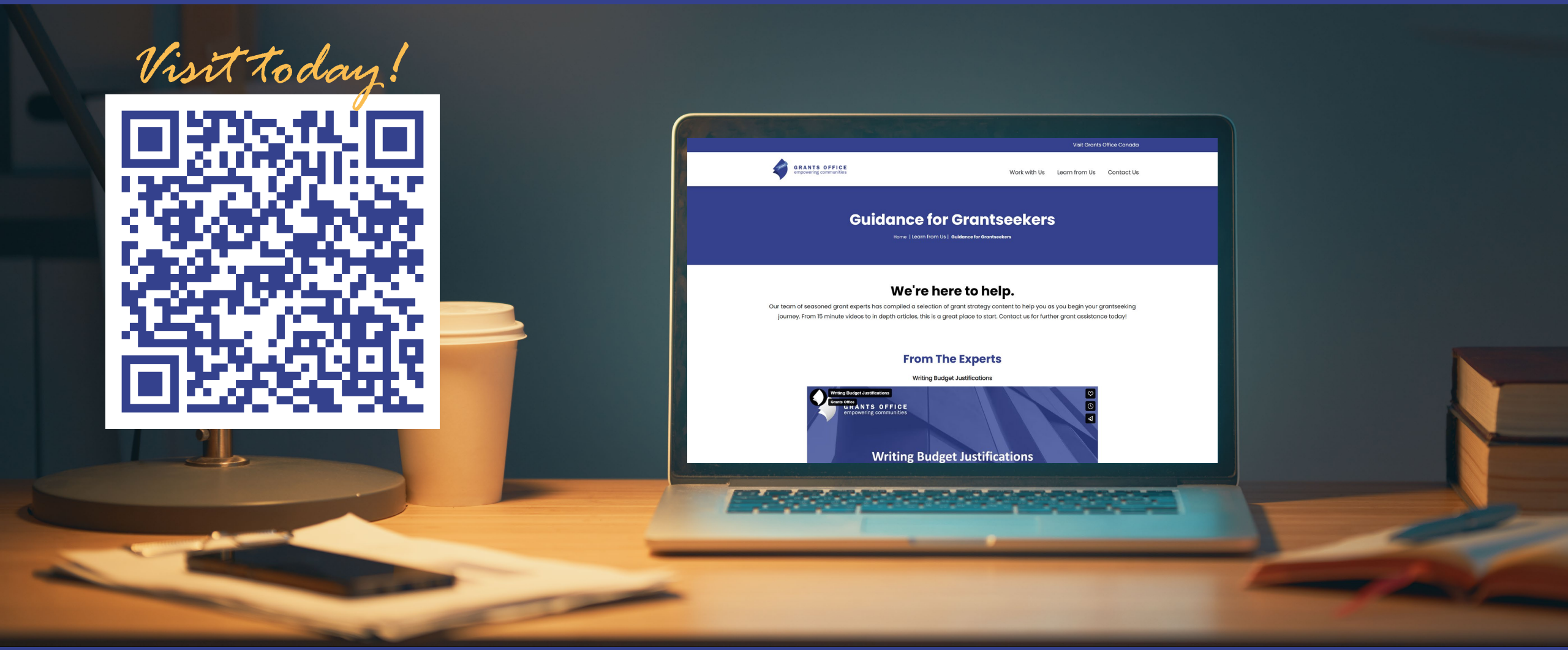
Grants Office will provide feedback on application materials, ensuring compliance with submission requirements.

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Questions?

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