



writing for *green*

**Finding the Best Opportunities
For Your Organization**

Today's Objectives

By the end of the session, you will...

- **Know how to generate a list of potential funding opportunities**
- **Know how to create a menu of the work for which funding is sought**
- **Learn how to order and prioritize funding opportunities**
- **Be able to create a strategic grants calendar**

Today's Agenda



Group Brainstorm and Exercise: Creating a Menu of Work



Identifying Resources for Prospecting

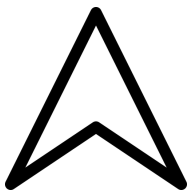


Brainstorm and Exercise: Developing a Fundraising Opportunity List

Creating a Menu of Work to be Funded

Take a moment to review our *L10A Handout 1 - Sample Menu of Projects to Be Funded* and let us know if you have any questions. Then, take a few minutes in pairs to make your own and share with your partner.

[Access Sample Menu](#)



Questions to ask yourself to identify your organization's funding needs:

- Determine what is actually needed
- Priorities - which programs have money and which don't; which programs are drawing from general operating that might be able to get funding from elsewhere
- Are overhead / admin type expenses already covered?
- Which programs are most likely to generate funding? Which can be used to generate funding to support other programs, or overhead?
- Do you have any property/capital expenses?
- Do you have infrastructure needs? Technology needs? Systems needs?
- Which programs are most likely to earn money (revenue generating or fee-for-service)?

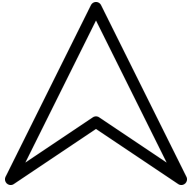
What do you need to know about a program in order to pitch it to funders?

- How will it enhance work that the organization is already doing?
- Will it build your organization's overall capacity and/or productivity?
- New/ innovative versus established with a long track record?
- How much does the project or item cost?
- How does the need relate to the interest of the funder?
- What is the level of priority for this need within the organization?
- What is the timeline for the project / need? Does it have a time hook or urgency?
- Overall impact
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Resources for Prospecting

Access our *L10A Handout 2 - Resources for Prospecting* document to see if there are any additional resources you can use to support your organization.

[Prospecting Resource Doc](#)





Fundraising Opportunities By Priority

[Access Sheet](#)



Let's look over each tab of *L10A Handout 3 - Funding Opportunities by Priority (blank)* and discuss the prioritization process.

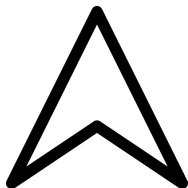


What to Expect Next!

Session Assignment: Review your work and feedback you have received in your Google Docs

Thank you for joining us today! Before moving onto the next session, let us know what you enjoyed about today and what we can improve for the future.

Post-Session Survey



Session Handouts:

- [Sample Menu of Projects to Be Funded](#)
- [Resources for Prospecting](#)
- [Funding Opportunities by Priority \(blank\)](#)

