



Join us in Vancouver!

The AFP International Conference on Fundraising will be held in beautiful Vancouver, British Columbia April 1-3. This conference brings together more than 4,000 development professionals from all over the nation and from all types and sizes of organizations to develop their skills in fundraising and stewardship.

Cheryl will be speaking at this event. Her session on “The Role of Grants in the Capital Campaign” will be held Monday afternoon at 1:45 pm. Co-presenters include Allison McElroy, Foundation Director at Open Avenues in Rogers, Ark. and Matt Beem of the Hartsook Companies, a campaign consulting firm. Let us know on our blog or by email if you will be there.

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Contact us!

The Kester Group, LLC
Cheryl L. Kester, CFRE
(479) 582-1053
cheryl@kestergroup.com
www.kestergroup.com

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New Data on Family Foundations

The Foundation Center just released a short new report called “Key Facts on Family Foundations.” This report is available for free download from the Foundation Center at:

<http://tinyurl.com/7mw6g5a>

According to the report, family foundations make up more than half of all independent foundations.

In a good sign that the recovery is slowly starting to take hold, giving from family foundations went up 1.1% from 2009 to 2010, after a decline of 3.4% from 2008 to 2009.

However, when you are planning your grants calendar and your grant seeking strategy for the year, it is important to realize that almost half of all family foundations reported less than \$50,000 in total giving for the year in 2010. That’s not single grants smaller than \$50,000. That’s

all giving.

However, with almost \$280 million in total assets to draw from, family foundations should still have a place in your grant seeking plan.

Larger foundations “were more likely to providing funding for education, environment and animals, health, international affairs, religion and science and technology” than were all foundations.

Surprisingly, the larger foundations were less likely to support arts and culture and human services. Another factor noted by the report is that larger family foundations gave almost 60% of their grants for programs.

The report includes a helpful map of the U.S. indicating how many family foundations are located in each state and many other pieces of information not mentioned here.



Balancing Need with Opportunity

By Cheryl L. Kester, CFRE

One way to balance Need with the Opportunity to meet the need is to make the problem "solvable."

Last month, we discussed developing a tone of opportunity in proposals. We want funders to invest in our organizations because of the opportunity to make a positive difference in our community. However, we would not need that investment if there were not something we wanted to change. That "thing" that needs changing is the Need.

One way to balance Need with a realistic Opportunity to address that Need is to make the problem small enough to be solvable. That means that while you may have one or two sentences about how many people in the entire nation suffer from Alzheimer's disease, you need to very quickly bring that down to actual numbers in your own community.

Can you do anything to help Alzheimer's patients five states away? No, but you can make a big difference in the lives of those in your region. Anything you can do to bring your project down to "our town" helps make the Need feel solvable to the funder.

Presenting a Solvable Need

- 1. Use statistics and keep them local*
- 2. Tell real-life stories in addition to dry statistics*
- 3. Show how your organization is perfect to meet the need*
- 4. Have a clear plan for addressing the need*

Also, weave in real stories or notes of thanks from those you have served or who have benefitted from your programs. Sometimes you have room only for a few sentences. Sometimes you can devote an entire page to a true story of a client, patient or student.

Every year collect comments or stories from those you have served. Use these often throughout the year in all of your proposals. Then, make sure to get new ones next year. Often your marketing or communications people can help you obtain these.

Finally, present your approach as proportional, given the size grant you can expect and the allowable project period. Despite the fact that 1,200 people in your community may have heart disease, if you can reach 100 with your project activities, be clear about that. Making a measurable impact on the lives of 100 individuals is likely more impressive than barely touching 900.

***Our articles are now part of our blog, usually with bonus content.
Respond at kestergroup.com/blog***

We Recommend: FREE Online Logic Model Builder



Innovation Networks offers a FREE online Logic Model builder at their website: www.innonet.org.

Registration is required to use the service, but this is also free. What we like about the Logic Model builder is that it walks users through building a Logic Model one step at a time, by asking clear, easy-to-understand questions.

You can save multiple Logic Models in progress and come back at any time to edit your Logic Models or print them out.

This tool can be very useful to use in a group setting with your program staff as you collaborate on that next proposal.

Also included on the site are an Organizational Assessment Tool and an Evaluation Plan Builder. The Evaluation Plan Builder can build off of your Logic Model to identify evaluation questions, indicators and data collection strategies.

We have not tried the Evaluation Plan Builder, but we can recommend the Logic Model Builder.

FREE
Logic
Model Builder
at
www.innonet.org

Grants Questions Answered

Q: Is grantwriting/fundraising a lifelong profession?

A: We owe this question to Melanie Negrin's "For Grantwriters Only" group on LinkedIn. We answered there as did several others. Here was the gist of our response: Yes, of course!

The 30,000 members of the [Association of Fundraising Professionals](#) and the 1,600 members of the [Grant Professionals Association](#) (some of us belong to both) tell the story quite clearly.

For the vast majority of us, this is a profession, not a hobby and not something we do on the way to a "real" job. We adhere to a Code of Ethics. We seek out professional development. We work to strengthen the field. And we work to educate others about our profession, including all of those young people we hope will be filling our shoes one day.

While experts lament staff turnover (the average tenure of a development officer is 18 months), turnover does not necessarily mean that people are leaving the profession. Often they move to another organization or to open their own business. But they are still active in the profession.

We say, if you want this to be your profession and you are good at it, it can last a lifetime. Go for it! However, some grant professionals report a "ceiling" for their positions and get discouraged. Has this happened to you? If so, we want to hear from you. Respond on our blog.

The Kester Group, LLC
Grants Consultants
Fayetteville, AR 72704
(479) 582-1053
info@kestergroup.com
www.kestergroup.com

We are members of and adhere to the Codes of Ethics of:



The Kester Group, LLC has helped clients raise more than \$55.9 million in grants and contracts. The principals and associates have been employed by non-profits, schools, colleges, arts and healthare organizations. We know you and are committed to your mission.

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You may unsubscribe from the newsletter at any time by sending an email to cheryl@kestergroup.com.

Upcoming Grant Opportunities

Legal Assistance for Victims of Violence Against Women

<http://tinyurl.com/8y5xwf> (link will open PDF RFA)

Tel: (202) 307-0690

Web: www.ovw.usdoj.gov

Deadline: March 26; LOI required by March 12

Giving Range: \$300,000-\$500,000

Giving to implement cooperative efforts between sexual assault, domestic violence and stalking services organizations.

National Weather Assoc. Education

<http://tinyurl.com/6s2y2ha>

Contact: Jeff Tongue, Chair Education Committee

Email: jeffrey.tongue@noaa.gov

Deadline: June 1

Grant Size: \$750

Giving to K-12 teachers to improve the education of students in meteorology. Teachers may use the funds to purchase equipment, start a new science outreach program or attend workshops.

Saucony Run for Good

<http://www.sauconyrunforgood.com/how-to-apply/>

Contact: Through form on website

Deadline: June 13, 2012

Grant Size: Maximum of \$10,000

Giving for programs that increase participation of youth in running to positively impact the lives of participants. Those served must be under age 18.

Singing for Change

http://www.singingforchange.org/grant_information.html

P.O. Box 729

Sullivan's Island, SC 28482

Tel: (843) 882-8021

Email: judithrangersmith@gmail.com

Deadlines: NONE; must submit 1-page LOI first

Grant Ranges: \$1,000-\$10,000

Giving for projects that empower individuals to effect positive change in their communities. See website for ineligible activities and recipients.