

TWO MAJOR TYPES OF RESOURCES



1. IN-KIND DONATION

This type of resource includes items, goods and services, usually received after a letter of request has been written to the donor.

2. MONETARY DONATION

This type of resource includes grant money to be used on a specific project or program, usually received after a grant proposal has been submitted to the grantmaker.

EXAMPLES OF IN-KIND DONATIONS

- **Meeting or event space**
 - Ex. A school donates a classroom for your meeting
 - Ex. A community center donates its facility for a "family activity night")

- **Services**
 - Ex. A local printer donates its services by publishing your monthly newsletter
 - Ex. A local bookkeeper donates services by maintaining your organization's budget

- **Items**
 - Ex. An office supply store donates 3-ring binders for your workshop
 - Ex. A computer company donates a new computer

- **Food/Beverage**
 - Ex. A coffee shop donates bagels and coffee for your workshop participants
 - Ex. A water company donates several hundred bottles of water for a neighborhood clean-up day

IN-KIND DONATIONS COME IN ALL SHAPES AND SIZES!

HOW TO GET AN IN-KIND DONATION

1. Make a list of what needs to get donated

2. Make a list of potential donors.

Brainstorm a large list, concentrating especially on local businesses who have an interest in your community. Here are some examples to get you started.

- Grocery Stores
- Office Supply Stores
- Coffee Shops
- Restaurants
- Large Retailers
- Radio Stations
- Variety Stores
- Hotels
- Schools/Universities
- Community Centers
- Food Distributors
- Theaters

3. Call the potential donor and speak with someone who handles donation requests.

Get an address and a contact name that your letter or request can be sent to.

4. Write a letter of request (see sample letter next page) and send it promptly.

Be sure to identify your organization, ask for a specific donation and briefly explain how it will be beneficial to the event/community.

5. Keep a record of when letters were sent and to whom.

The next 10-14 days, follow up with a phone call and ask to speak with your contact person. Ask the contact person if your letter has been received and if that business would be interested in making your requested donation.

6. If they cannot make the donation, thank them anyway.

If they can donate, thank them right away and arrange to pick up the donation. Send a thank-you note in the mail ASAP. Show your appreciation by recognizing and thanking your donor often; during your event and in the future.

SAMPLE LETTER TO POSSIBLE DONORS



July 11, 2000

Any Business
Anywhere
Sacramento, CA
Attn: (contact person)

Dear (contact person),

I am writing this letter to you on behalf of the community of _____. We are requesting a donation of _____ to be used for our community project. We are holding a "Clean Up the Park Day" to get more community involvement and pride in our neighborhood. We want to provide lunch for the estimated 100 volunteers signed up for the event. Please consider our request for a food donation from your business.

We are recognizing all donors on the day of the event and would greatly appreciate your contribution to the community.

I can be reached at 888-8888 to answer any questions you might have. Please expect my follow-up phone call in 10 days.

Sincerely,

(Letter Writer)
Concerned Community Member

TIPS FOR MAKING SUCCESSFUL REQUESTS

- Target businesses in YOUR community and tell them how the project will benefit THEM
- Offer to give donors free advertising (if possible) and plenty of recognition
- Be persistent and prompt in your communication with potential donors
- Identify to donors the supporters of this project
- Include in your letter of request any short project brochures or media releases that demonstrate how your organization is getting things done for the community
- THANK THEM! Make sure they know how important their donation was to the success of your event and the well-being of your community.

REMEMBER: Some businesses have donation "budgets" that may already be drained by previous requests. If your request cannot be granted, DON'T be discouraged! Thank them anyway and make your next phone call!

Need more assistance? Contact "GIFTS TO SHARE, INC."



916-264-5172

Ask about the "Volunteer Project Guide"
Web site: www.sacto.org/npsds/gtsguide.htm

EXAMPLES OF MONETARY DONATIONS

Monetary donations, or grants, are usually requested when an organization or group of people need money to start or continue a specific project/program that benefits the community.

- A hospital's foundation grants money to start a project where unimmunized children can get their shots free of charge.
- A company with environmental interests grants money to hold a one-day, community clean-up event.
- A large corporation grants money to continue funding of a successful after-school program where students can stay off the street, receive tutoring and so on.
- A local business grants money to help fund a hot meal program serving the community's homeless members.

HOW TO GET A MONETARY DONATION (GRANT)

1. **Make a detailed plan of the project for which you are requesting funding.**
Important pieces of information include description of your organization, description of your proposed project, goals of your proposed project, how your proposed project will benefit the community and cost of proposed project.
2. **Make a list of potential grantermakers.**
Brainstorm a large list concentrating on local businesses with budgets large enough for this kind of donation. Here are some other grantmaking sources to help you get started.
 - **Clubs and Organizations:** Rotary, Junior League, Active 20/30, Soroptomist, Kiwanis Club, etc. all donate money to the community. Contact your local chapter and ask about funding opportunities.
 - **Foundations:** Foundations, one of the most common grantmakers, are required by law to donate a percentage of their assets. Their financial information and giving programs are public information.

To use an easy and user-friendly database of funders, contact:

NON-PROFIT RESOURCE CENTER
Located at Sacramento's Central Library
Phone number: (916) 264-2772.

- **Corporations:** Because of large budgets and excellent giving programs, corporations are also common granters. More information on corporations can be found by accessing their web sites, contacting public relations departments or by researching them much like foundations. Again, the NON-PROFIT RESOURCE CENTER can help.

RESOURCE DEVELOPMENT

- **Government:** Federal branches of government often have money to contribute toward qualifying programs. Check the annual publication **CATALOGUE OF FEDERAL ASSISTANCE & FEDERAL REGISTER** at the **NON-PROFIT RESOURCE CENTER** to see if your project qualifies.
4. **After researching potential funders, narrow your list to find the best matches. To pursue a funder any further, the following criteria should be met.**
 - **SUBJECT/INTEREST AREA:** Your project area should fit their scope of funding
 - **GEOGRAPHIC AREA:** The funders geographic funding preferences should include Sacramento
 - **AMOUNT OF MONEY NEEDED:** Your request amount should be in the same ballpark as their giving abilities
 5. **Once a good match has been found, call the grantmaker to get more information on how to approach them for funding.**

Most granters will send you their grant guidelines and application. Read these over and prepare yourself to prove your cause on paper.
 6. **The funder may ask for a letter of intent, a mini-proposal or a full proposal.** Be sure to follow directions carefully and submit the document before any deadlines. Keep a record of when proposals were mailed and to whom.
 7. **Follow up proposals as the grantmaker requests. Be timely and polite!**

RESOURCE DEVELOPMENT

8. **If the money is not granted, don't be discouraged.**
Thank them for considering your proposal anyway and ask them how your proposal could have been better. Use this as a **LEARNING EXPERIENCE**.

9. **If the money is granted, thank them right away and submit a thank you note.**
Again, remember to give the donor recognition and appreciation as much as possible.

TIPS FOR GETTING A GRANT

- **Make sure you are a 501(c)3 organization. Otherwise connect with an organization which will allow you to utilize their 501(c)3 status to apply for grants. This tax-bracket status is what allows you to apply for grant money.**

You can obtain the application to file for 501(c)3 status by contacting the Internal Revenue Services (IRS.)

Internal Revenue Services 1-800-829-3676

www.irs.gov (Click on "Forms and Pubs", click on "Forms and Instructions" and download form: "0998 Packg 1023 Application for Recognition of Exemption")

- **Have a good understanding of your proposed project/program before you reseach grantmakers, it'll save time.**
- **Make sure to apply to the grantmakers with the most matches, they'll be most likely to fund you.**
- **Follow the grantmaker's directions carefully on how to submit a proposal, they may reject it otherwise.**
- **Apply to several grantmakers, consider splitting the cost between them.**
- **As much as possible, clearly state how your program will benefit the community, what outcomes you plan to achieve and how the project's outcomes will be measured.**
- **Always proofread carefully and if possible, consult the opinion of someone who has written a grant proposal before. Your local non-profit agencies may be able to help.**