



## Becoming a Money Magnet

Provided by:  
**Caring Connections**  
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800.658.8898

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# Becoming a Money Magnet

Communication strategies, systems and processes can enable you to present yourself in a way that is clear and attractive to donors, grantors, and other possible funding sources. Following some very basic communication guidelines can help enhance your coalition's "fund-ability."

- **Identify** potential donors, grantors, funders, and other possible "gift givers."
  - Learn about their areas of interest/focus and their motivators.
- **Inform** them about who you are. Clearly communicate your:
  - Identity
  - Mission
  - Message
  - Credibility
  - Contacts – who do they call or write?
- **Invite** them to give you money. Yes, you have to ask for it. Make sure to communicate:
  - What do you want?
  - Why do you need it?
  - How is the coalition supported and why do you need *their* support?
  - Tell them what you will do with their money: Develop systems to document what have you done with money you have spent or plan to spend.
  - Know how much an initiative/project costs. (\$\_\_ funds one care team training, Advance Care Planning materials package, etc).
- **Involve** them in what you are doing.
  - Tell them how their money will make a difference: What specific changes have occurred or *will* occur because of what you do?
  - Requires that you develop systems to clearly document and summarize outcomes
  - Maintain relationships – send thank you's to donors and supporters, and follow-up with any funders about the project.

**Helpful Resources:** The below are provided as resources for you to use whenever you want. We hope they are helpful!

- Mal Warwick and Associates, Inc. Fundraising and Marketing for Non-Profits. *Successful Fundraising Online* Newsletter index  
<http://www.malwarwick.com/newsletter/index.html>
- Local Initiative Funding Partners *Taking Initiative* Newsletter, June, 2002. *Is the Concept Paper as Good as the Idea?*  
[http://www.lifp.org/html/news/taking\\_initiative/june2002.pdf](http://www.lifp.org/html/news/taking_initiative/june2002.pdf)
- The Foundation Center: helping grant-seekers succeed, helping grant-makers make a difference. <http://fdncenter.org/>
- The Chronicle of Philanthropy: The Newspaper of the Non-Profit World.  
<http://philanthropy.com/>
- The Corporation for Public Broadcasting, Basic Elements of Grant Writing.  
<http://www.cpb.org/grants/grantwriting.html>
- National Science Foundation Guide for Proposal Writing.  
<http://www.nsf.gov/pubs/2004/nsf04016/nsf04016.pdf>
- Michigan State University Guide for Writing a Funding Proposal.  
<http://www.learnerassociates.net/proposal/>
- The Non-Profit Resource Center <http://not-for-profit.org/>
- GrantProposal.Com Aesthetics and Technicalities for Grantwriters.  
<http://grantproposal.com/>
- Grantmakers in Health, Helping Grantmakers Improve the Nation's Health.  
<http://www.gih.org/>

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