GREATER
NEW ORLEANS
FOUNDATION

Grant prospecting 101 | 2025

Welcome and introductions

GREATER NEW ORLEANS FOUNDATION

Introductions

Who is in the room

- GNOF Staff
    Who: Alyssa and Dan
    Role: Your main point of contact for the grant opportunity
- ISC Staff
    Who: Rachelle and Cora
    Role: Your main point of contact for technical assistance

Alyssa Quaranta

Dan Favre

Rachelle Sanderson

Cora Martin

Greater New Orleans Foundation

Mission: To drive positive impact through philanthropy, leadership, and action in the Greater New Orleans region.

Vision: A vibrant, sustainable, and just region for all.

Institute for Sustainable Communities

Mission: Our mission is to develop practical, lasting solutions that address environmental, economic, and safety challenges while strengthening communities in the U.S. and across the world.

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INSTITUTE FOR Sustainable Communities

Introductions

Who is in the room

- Tell us a bit about yourself

- Poll
  - **Are you planning to apply?**
  - **Have you taken a grantwriting prospecting training in the past?**

Community-Led Green Infrastructure Grant

Funding Opportunity

- Application is open through October 24, 2025

- You must fill your application out on Foundant Grants Portal

- There are three funding stages:

  - **Stage 1 Community-Led Design & Planning, Award Amount: $50,000 (6 awards)**

    - Purpose: Support for planning, community engagement, feasibility assessments, and conceptual designs for community-led   green infrastructure projects. Design and planning awards are only available for Round 1.

  - **Stage 2 Community-Owned Implementation, Award Amount: $150,000 (1-3 awards)**

    - Purpose: Support the implementation of community-led green infrastructure projects addressing stormwater, resilience, and pollution issues.

  - **Stage 3: Community Evaluation & Storytelling, Award Amount: $62,500 (1-3 awards)**

    - Purpose: Support the community-led evaluation, storytelling, and communication efforts that capture lessons learned and impact of existing community-led green infrastructure projects.

- Applicants may only apply for one grant per round. The Round 2 Request for Applications is expected to be open in fall of 2026. Round 1 total funding available is up to $1 million, and a total of $1.75 million will be distributed over both rounds.

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Who this training is for

Our audience

- This free training is for people who:
  - Do not, or have very little, have experience in researching grants and funders
  - Want to learn about new tools/strategies for grant prospecting
  - Haven't taken grant prospecting training

- This training may seem repetitive or feel boring if:
  - You have taken grant prospecting training(s)
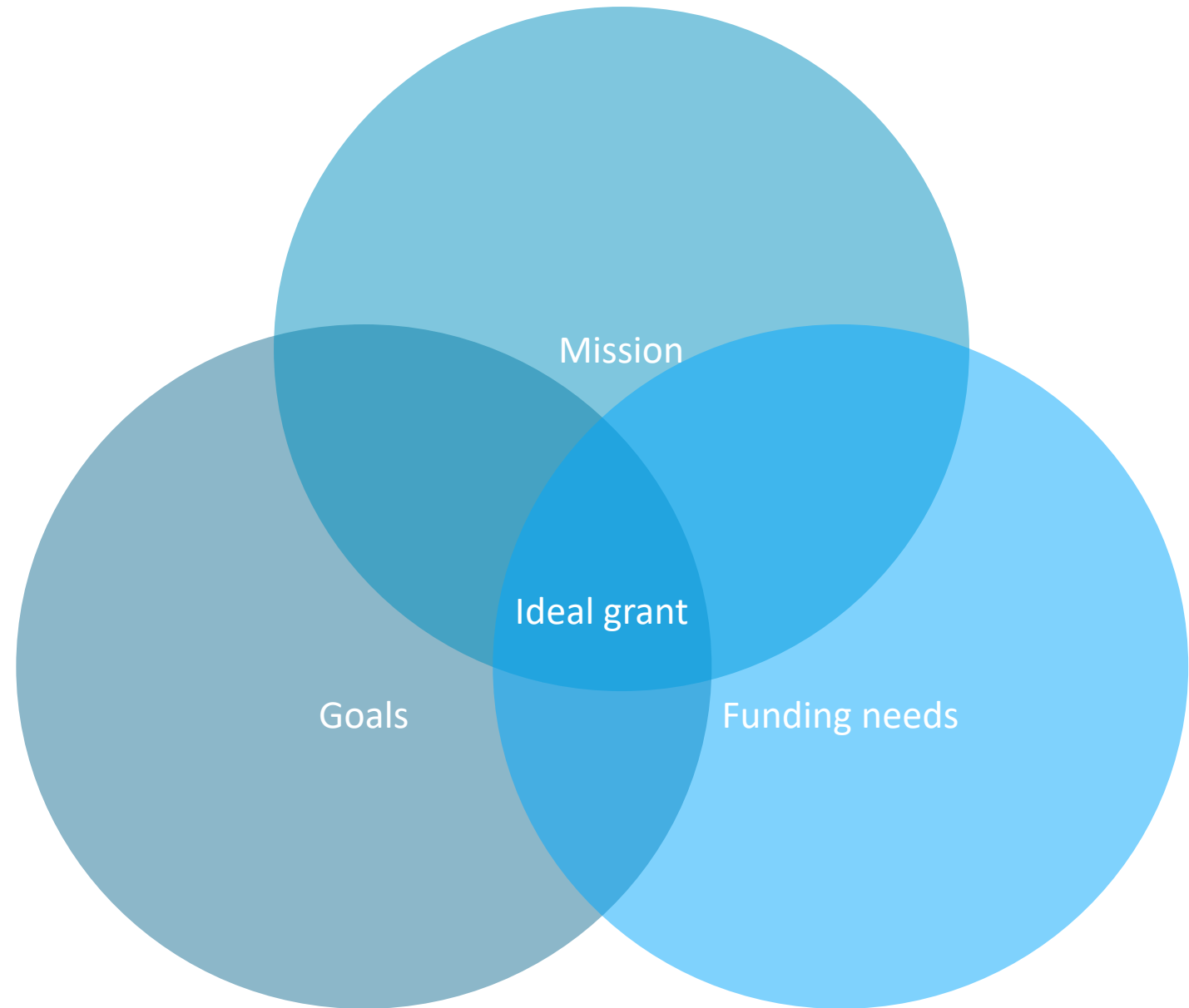 - You have significant experience in grant prospecting

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What is grant prospecting?

What is it?

Grant prospecting

- How do you define it?

- Process to find an opportunity that overlaps with your organization's mission, goals, and funding needs

Mission

Goals

Funding needs

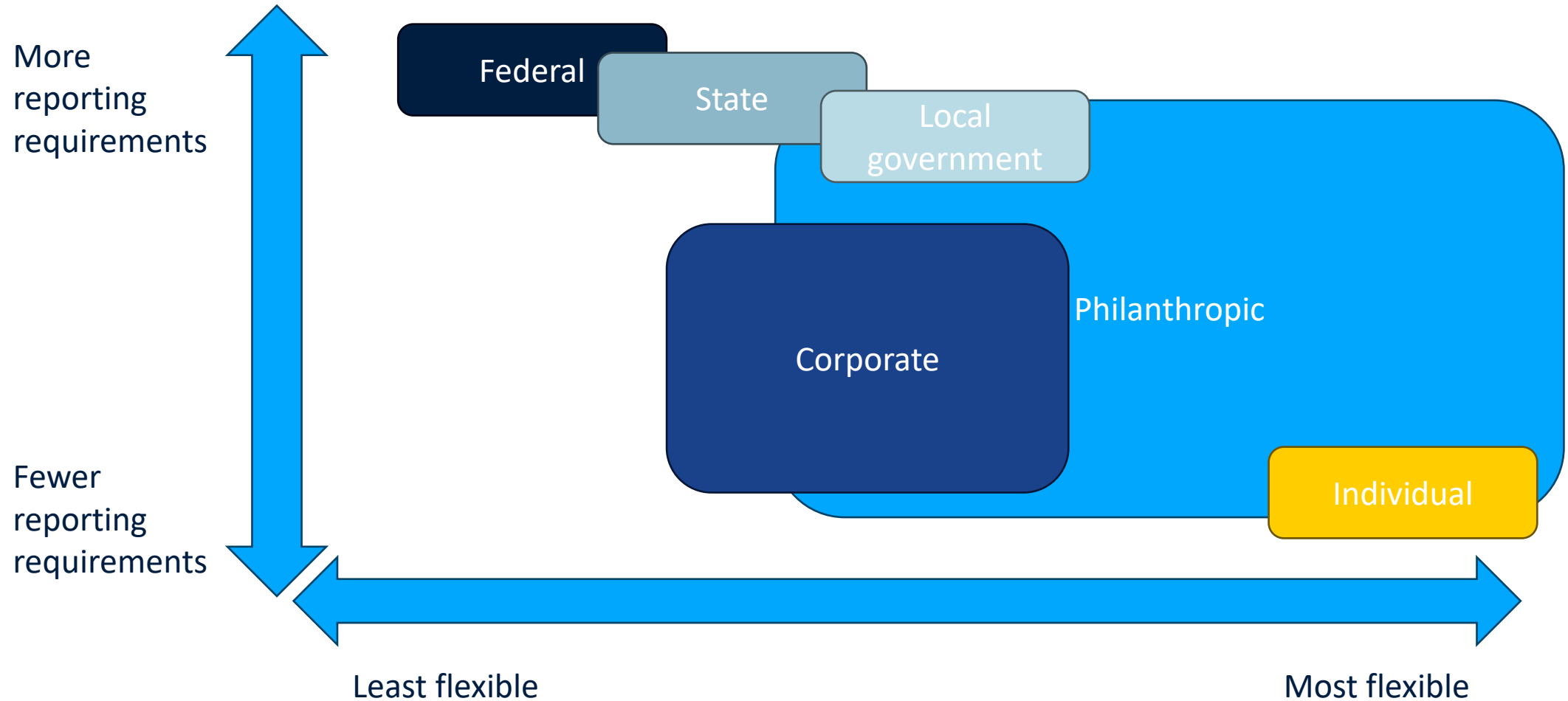Ideal grant

Why do it?

Benefits of grant prospecting

- **Develop and refine your fundraising strategy.** A little work on the front end helps focus your efforts on donors who might be the most likely to give. You can expand your reach and also find new potential funders at the same time

- **Understand your current strategy.** Grant prospecting, and tracking, can help you see what trends your organization has and can help you refine your goals and strategies for the future.

- **Finding corporate giving opportunities.** There are donors who may be able to give funds, matching gifts, volunteer grans, and more.

- **Finding individual donors.** Some individuals may grant small, or large, gifts annually. Be sure to keep in touch and keep their information up to date.

Types of donors

Grant prospecting

*this may not apply to all opportunities

More reporting requirements

Fewer reporting requirements

Federal

State

Local government

Corporate

Philanthropic

Individual

Least flexible

Most flexible

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Something to consider

Strategic plan, organizational values

- There are times when your organization may consider funds from a source that may not be aligned with the organization's strategic plan or values

- Example: Xerces Society for Invertebrate Conservation does not accept funds from pesticide or oil companies.

"At Xerces, we feel that a conservation organization should not accept money from companies whose products are harming the very animals that we are charged with protecting. Conversely, we do want to work with companies that share our focus on solutions to the biodiversity and climate crises."

How to do it

Grant prospecting

Databases

A key resource in finding grants

- What is a grant prospecting database? How does it support your fundraising efforts?

- Examples:
  - Free
    - Grants.gov
    - Zeffy
    - Candid has a free RFP page where funders post
  - Paid
    - Instrumentl
    - Candid
    - GrantStation
    - Devex Pro Funding
    - GrantScape
    - The Catholic Funding Guide
    - GrantForward
    - Grant Gopher
    - GrantSelect
    - GrantWatch

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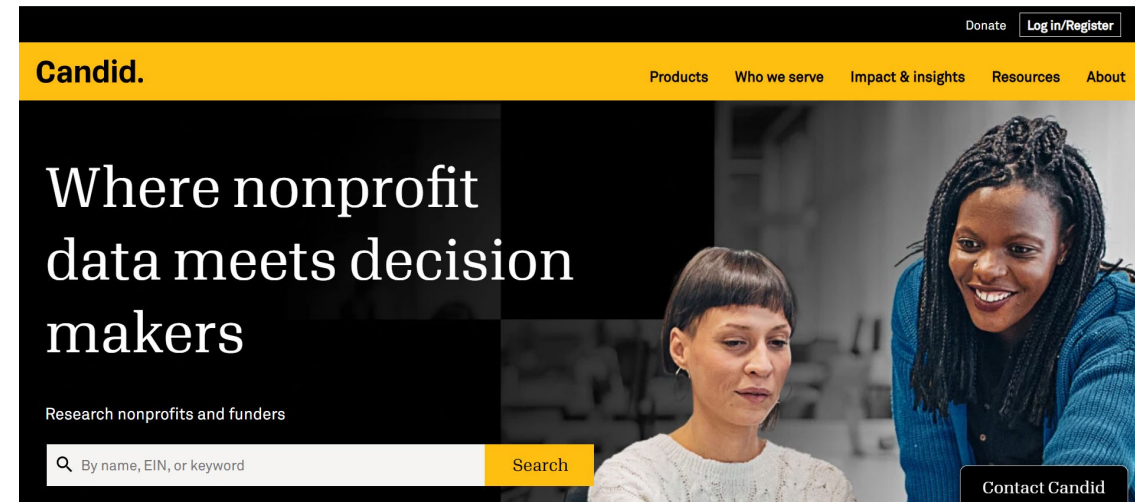
Social media

A key resource in finding grants

- Follow funders that you're interested on social media and follow accounts that may be tagged as "similar"

- Follow LinkedIn profiles that share out opportunities (ex: Greater New Orleans Funders Network)

- Utilize the search bar on LinkedIn to find opportunities (ex: "national" "community investment"

- Use social media to steward potential funders. Connect with them and post often about the work you're doing on your page and offer discussions about your work

Greater New Orleans Funders Network reposted this

Brian Quinn ✓ · 3rd+   + Follow
Associate Vice President, Research-Evaluation-Learning at Robert Wood Jo...
1w · 🌐

📣 New funding news! RWJF is releasing a second round of rapid response grants for racial and Indigenous health equity research projects that have either partially or fully lost federal funding. The call for proposals opens Wednesday, August 20. Mark your calendars and follow Evidence for Action (E4A) to stay up-to-date on this opportunity.

#FundingOpportunity #ResearchFunding #PublicHealth

👍❤️ 1,383   25 comments · 533 reposts

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What's next?

Conducting research on a potential opportunity

- Review the organization's mission

- Review past grantees for alignment

- Review current opportunities for eligibility,

- See if you have any mutual or secondary connections on LinkedIn and reach out with a targeted ask

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Chicken or the egg?

Grant prospecting

- Should you create your project first or follow the funding?

- It depends on your strategic plan, history of your work, cash flow, staff expertise, etc.
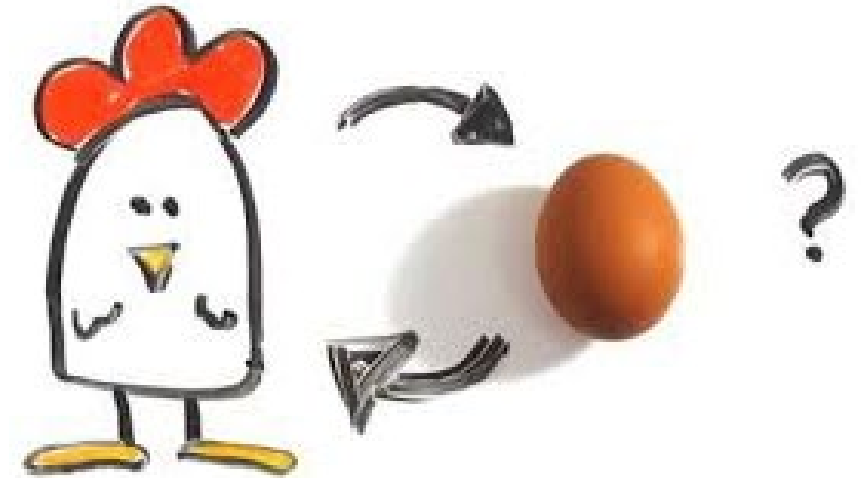
Example process

Grant prospecting

- Identify your funding needs and priorities based on your grant life cycles and strategic plan

- Utilize aforementioned resources to search for possible donors

- Review opportunity for eligibility and fit with funding needs

- See if you have any mutual or secondary contacts with staff to inquire more about the opportunity

- Attend info/technical assistance sessions, if available

Tracking your efforts

Customer Relation Management tool

- A CRM tool can help you manage donor relationships, track grant cycles, maintain records, and keep track of recent donor-based discussions in a collaborative way for your staff

- CRM Checklist

- CRM checklist categories descriptions

- You can also make your own on Excel or Google Sheets
    - Example template by SmartSheet

Grant prospecting

Additional tips

- Retain existing funders and cultivate the relationship

- Sign up for all the email communications for any funder or group you are interested in

- Introduce yourself to your local community foundation and talk about who might be a good fit for your organization

- Ask your current funders who they think should be funding you

- Talk to your board members, donors, and volunteers about funding opportunities. People love to give in non-monetary ways and this is an excellent way to engage stakeholders

- Invest in community engagement. Attend events with your chamber of commerce, other NPO events, and funder events, especially. Get to know them in those places and start building relationships

- Marketing is important. Many grantors want to see what the benefit of their gift is. Figure out what your reach is and use that in your proposals (i.e. we will post on Facebook, LinkedIn, X, etc. for an average reach of 5,000). Funders may be more likely to give if they have already heard of you and have a positive first impression

Let's practice

Practice

Determining eligibility

- We'll go into breakout groups where you'll determine your eligibility for this grant
    - Go to https://www.gnof.org/program/community-led-green-infrastructure/
    - Review the RFA and eligibility criteria with your group
    - Consider with your group for each organization represented in it:
        - Does this opportunity meet my organization's funding need?
        - Which stage would I apply for?
        - Is my organization eligible?
        - What remaining questions do I have about eligibility?

- We'll come back to the main room and each group will have a chance to report out

How to receive technical assistance from the Institute for Sustainable Communities

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What is technical assistance?

Getting support for your application

- Technical assistance (TA) is support and guidance that is provided to support you with the development of your application. Examples include:
  - **Organizational readiness**
  - **UEI/Sam.gov registration support**
  - **Policy and procedures in alignment with federal standards and the Code of Federal Regulations**

- Application development
  - **Ideation/brainstorming for your application**
  - **Resources/guidance for technical aspects**
  - **Budget review**
  - **Application review for consistency with scoring criteria**

- What we _**can't**_ do is write your application or budget for you

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Opportunities for technical assistance (TA)

Virtual

- Introductory sessions (like this one)
  - **Purpose: Introduce the grant and tell you how to participate in TA**

- Virtual Office Hours
  - **Purpose: Weekly time to come and get support/listen to the support others are getting**
  - **Weekly on Mondays from 10:30 to 11:30 am**

- Virtual training sessions
  - **Purpose: Grow participants skills to support development of their application and set expectations for post-award requirements**
  - **Grant prospecting - Sept. 11 from 1 to 2:30 pm**
  - **Grant writing - Sept. 15 from 1 to 2:30 pm**
  - **Pre-award reporting and financial management- Sept. 30 from 10 to 11:30 am**
  - **Post-award reporting and financial management - Oct. 6 from 12 to 1:30 pm**

- Virtual 1:1 session
  - **Purpose: Register in advance for tailored technical assistance**
  - **Six 30-minute 1:1 slots are available each week**

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Opportunities for technical assistance (TA)

In person

- Six in-person sessions to provide an overview of the opportunity, key first steps for getting your application started and how you can get signed up for technical assistance. These are the dates and locations of in person sessions:
    - **Houma - Sept. 16 from 10 to 11:30 am**
    - **Gretna - Sept. 17 from 10 to 11:30 am**
    - **Amite - Sept. 23 from 1 to 2:30 pm**
    - **New Orleans - Sept. 24 from 10 to 11:30 am**
    - **Covington - Sept. 30 from 1 to 2:30 pm**
    - **Reserve - Oct. 2 from 10 to 11:30 am**

- Register for in person and virtual sessions with the QR code:

Questions

Quick survey

- We'll be using this information to inform design for TA throughout this program

- Your responses will not be shared beyond the project team

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