The Grant Nexus: Connecting Development, Finance, and Programs for Higher Impact

Top Four Ways to Integrate Grants

1. Be a sponge

   How To:
   Be intentional about taking the time to absorb what’s going on at your organization – read program materials, board minutes, newsletters, etc. Cultivate a relationship with all staff and board members at your organization that shows your curiosity and desire to learn about what’s happening. In a 40-hour work week, eight of these hours should be spent on this.

2. Be a strategy stickler

   How To:
   When you have a new opportunity to apply for funding, think about where it fits in this matrix. Ask yourself and your team whether this is aligned with your current goals and priorities. Ask if there is potential for renewed investment or if this is a one-time gift. Remind yourself that you don’t have to apply for everything. Use your limited time as strategically as possible.

For more info, contact Brittany Kirk, Senior Consultant & Grants Team Manager (brittany@ostaragroup.com) or Bailey Disher, Grants Consultant (bailey@ostaragroup.com) at The Ostara Group (www.ostaragroup.com).
3. Build a team approach to funder relationships

![Diagram showing the cycle of Stewardship, Cultivation, and Solicitation]

**How To:**

There are many relevant parallels from the individual giving relationship cycle that apply to grantwriting. Grants include cultivation (growing a relationship), solicitation (grant request), stewardship (grant reporting and showing impact). Use this framework to help you envision how to drive the Executive Director, program staff, and board members to support the cultivation and stewardship steps of the cycle.

4. Proactively project revenue

<table>
<thead>
<tr>
<th>Likelihood Scores</th>
<th>Pick and Choose</th>
<th>% Awarded</th>
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| • “the Drury Method”  
  • Assigns a % likelihood to each grant 0% to 100%  
  • Budgets a % of requested amount for each funder | • Select grantors based on subjective criteria  
  • Budget for a specific list of grants expected | • Project all applications to submit over the year  
  • Remove outliers and multi-year funding  
  • Assume a conservative award rate (Ostara: 1/3) |
| • Even unlikely awards will have a $ in the budget  
  • % likelihood is very subjective | • Creates stress around specific grants  
  • Limits emphasis on new funding | • Reduces stress around specific funders  
  • Emphasizes a comprehensive approach |

**How To:**

Select a method that works for you and talk about it with leaders, fundraisers, and other staff in your organization. Make sure everyone understands it and feels comfortable with it. Use the method consistently when creating your budget and when monitoring receipts throughout the year. Remind people of the method and how it works. Create a monthly report based on the method.

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