



Funding Strategy FAQ

What Is a Funding Strategy?

A Funding Strategy is an annual roadmap that identifies which grants you should pursue based on the highest likelihood for winning each grant.

Why Is a Funding Strategy important?

Preparing a grant application is the easy part! The greatest challenge is researching which grants exist and which ones are worth your limited time and resources. It is costly to prepare grants—easily requiring 40+ hours of effort.

A funding strategy helps mitigate against risks involved in grant writing. By putting in the upfront time now to identify the best pursuits, your organization can more wisely expend resources. A funding strategy prevents chasing grants haphazardly and allows you to focus on actions that align with your long-term vision.

What Is the Funding Strategy Process?

In the initial research phase, I look at all opportunities that could support your organization's initiatives and programs.

I then filter grant opportunities by programmatic alignment, funding history, and average award size. This process usually whittles 150+ grants down to the top 20 or so.

Together, we contact several of the funding agencies to determine the competitiveness of each grant program (targeting programs with at least a 20% chance of getting funded). In addition, we verify our assumption with the funder that their priorities and our vision are in alignment. At this point, we will identify the top 2-5 funding opportunities that represent the greatest chance of success.

What Is the Cost of a Funding Strategy?

After finding out more about your organization and its mission, I can provide a Funding Strategy Proposal that details the scope, fee, and schedule.