

Texas Rural Health Forum
November 9-10, 2009

Strategic Grant-Seeking

Discussion topics:

- Understand strategic grant-seeking
- Integrate with existing activities
- Adopt a grant-seeking culture
- Start & manage the process
 - Integrated grants/budget cycle
 - How to budget for grant writing
 - Expectations & grant writer management

What is strategic grant-seeking?

- Philosophy
- Process
- More science than art
- Aligns well with budget process

Philosophy

- Overcoming perceived obstacles
- Why look to philanthropy?

Perceived obstacles:

- No time
- No staff
- No budget
- Don't understand the process
- Don't like asking for money

Perceived obstacles –time:

- Strategic view – know process & time impact
- Grant-seeking in the hospital touches 3-4 roles:
 - You
 - Grant coordinator
 - Grant writer (in-house or outsourced)
 - Dept directors

Time

Staff

Budget

Process

Asking

Perceived obstacles –staff :

- Grant writing out-sourced
- Grant writing in-sourced

Time

Staff

Budget

Process

Asking

Perceived obstacles –budget :

- A successful grant-seeking program = high ROI
- \$500-\$2500 fee for grant proposal → \$10,000 - \$250,000+ yield
- Multiple proposals = even greater ROI

Time

Staff

Budget

Process

Asking

Perceived obstacles –process :

1. Pick funding need
2. Research funders
3. Review requirements
4. Write proposal
5. Manage grant

Time

Staff

Budget

Process

Asking

Perceived obstacles –asking :

- 7 reasons for giving
- Hospital as outlet
- It's expected

Time

Staff

Budget

Process

Asking

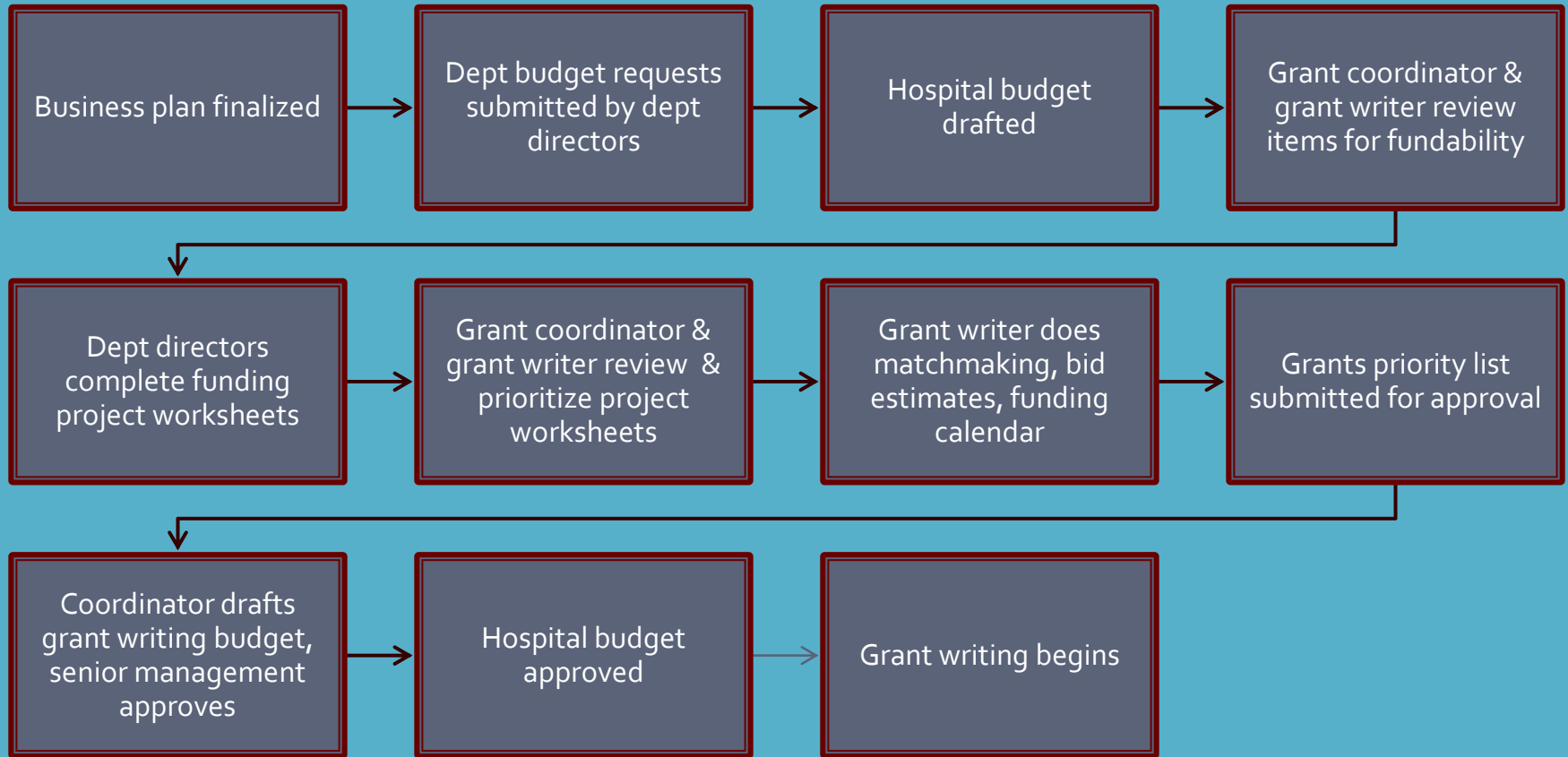
Why look to philanthropy?

- Healthcare = fundable
- People *want* to give.
- The money is there.
- Financial challenges for hospitals

Process

- Building a budget/grants cycle
- Becoming more fundable
- Becoming more informed
- Building a stable process
- Getting more for your money

The budget/grants cycle



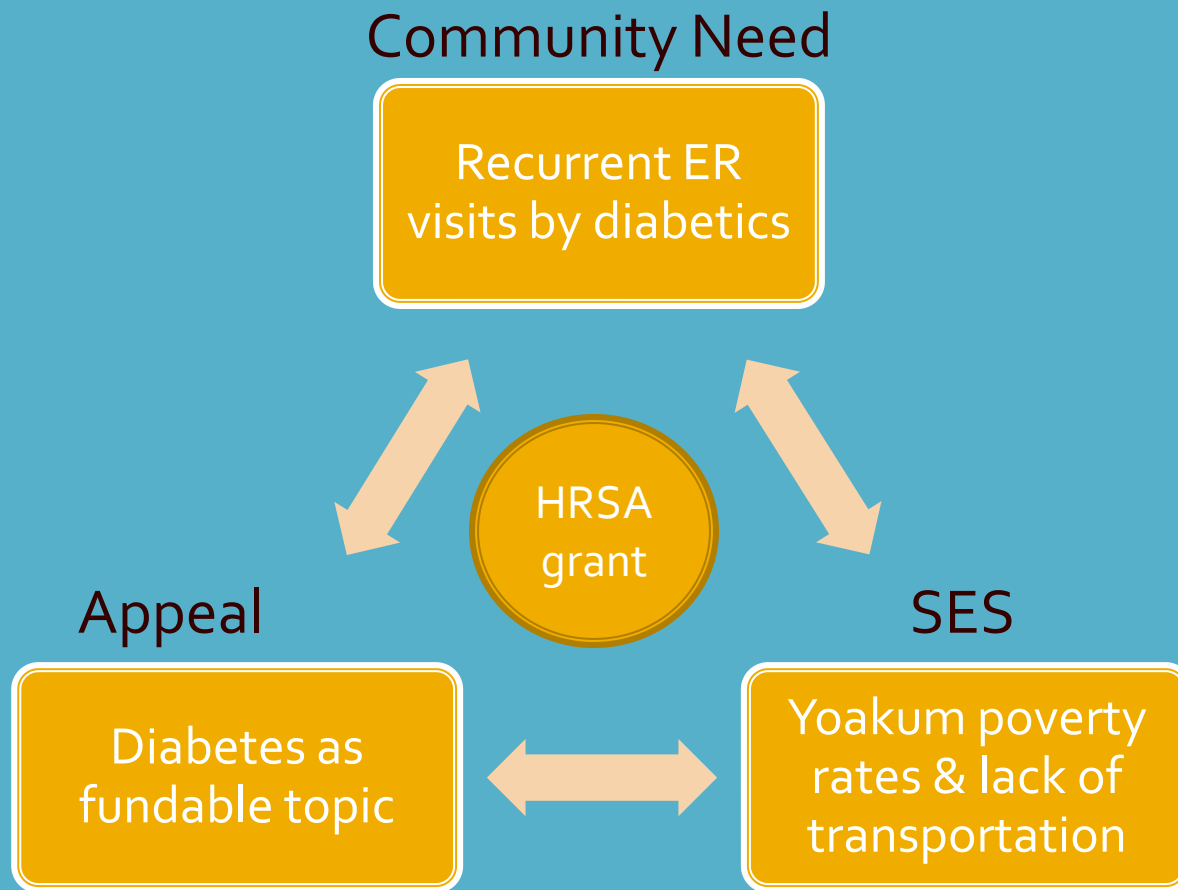
Becoming a more fundable hospital

- ROI Philosophy
- Stewardship
- Track record:
 - Build it
 - Know it
 - Publicize it

Becoming a more-informed grant-seeker

- Know your demographics
- Know your resources
- Know your community needs
- Know where the appeal is

Becoming a more-informed grant-seeker: Convergence



Building a stable process

- Superior record-keeping
- Grant-writer expectations
- Including department heads
 - Grants worksheets
 - Awareness of opportunities

Getting more from your grant-writing dollars

- Transparency
- Accountability
- Systematic Process

Resources & Answers

- Jennifer Franklin, RN
 - Chief Clinical Officer, Yoakum Community Hospital
 - jfranklin@yoakumhospital.org 361-293-2321 x105
- Lucy Murphy
 - Partner, Genesis Strategies, Inc
 - lucy@genstrategies.com 713-501-9877
- More reading:
 - Hubbell, Gary J. [Forces of Change: The Coming Challenges in Hospital Philanthropy](#) (Association for Healthcare Philanthropy, 2007)
 - Ralser, Tom. [ROI for Nonprofits](#) (John Wiley & Sons, 2007)
 - Fitzpatrick, Joyce J and Deller, Sandra S. [Fundraising Skills for Health Care Executives](#) (Springer Publishing Company, 2000)