Strategy in Grantseeking Certificate

Understanding the Business Strategy in Grantseeking

Brewer & Associates INC.

Maximizing Your Potential

You will receive:

- ➔ 30 hours of learning
- ➔ Current research
- ➔ Facilitation by industry experts
- ➔ New peer connections
- ➔ Access to local funders
- ➔ One-on-one coaching

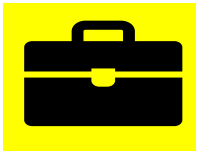
Grantseeking is in a transformative era, which requires grantseekers to incorporate business strategy into its grantseeking. A grantseeking strategy is a methodical plan created to seek and procure funds through grants. The challenge for many organizations is that the organization has not adopted a sustainable business model A well-designed grantseeking strategy rooted in sold business principles enhances the chances of procuring funding for sustainability and contributes tit e social impact within the community

Brewer & Associates offers an intensive six session Strategy in Grantseeking Certificate over a four-month period. Grants should provide a strategic injection of funds to promote the implementation and expansion of programs or an organization. A well-structured grantseeking strategy rooted in organizational operations can strongly demonstrate the organization's ability to manage grant funding. Strategy is all about getting every resource decision correct.

There is a wealth of knowledge to acquire in the grantseeking space. Being awarded a grant takes more than an idea and a source of funding. Your organization must understand its mission, its community, and be well-managed by utilizing the skills and talents of its board and staff. You only have one opportunity to catch a reviewer's attention. Nonprofit leaders must create a strategy to ensure that their programs are positioned to capitalize on the resources.

Strategy in Grantseeking Certificate is an innovative learning program that affords participants the opportunity to explore the concept of grant sustainability, as well as integrating business strategy into an organization's grant management process.

What you will learn:



Integrate business strategy into your grantseeking efforts.

The power of leveraging your Center of Influence to seek and secure funding.

The steps to write a compelling story that gets funded.

Develop a sustainable grantseeking strategy while aligning your core values into the philanthropic landscape.

Participant Feedback

- *As an organization that is primarily grant-funded, incorporating strategy when looking for grants has never been part of any workshops I have attended."* ~ **Kaila**
- *"This workshop forced me to look at our organization's business operations. We are 84% grant reliant. We now have a pathway to align our grantseeking efforts with our business model."* ~ **Lesz**
- *"This workshop allowed me to look at grantseeking differently."* ~ **Carl**
- *"Grantseeking is more than knowing the mechanics of proposal writing. I now better understand what storytelling looks like for us and how to ask, for what and when."* ~ **Larry**

Program Benefits

Grant funds are often the lifeblood of a nonprofit organization**. Strategy in Grantseeking** provides participants a deep understanding of effective grantseeking practices, which supports the organization's long term capacity building activities. Creating a successful pathway that incorporates skills including program development and evaluation uniquely positions participants to design more effective programming and measure their long-term impact.

- ☑ Obtain professional development, tools and strategies based on culturally responsive techniques
- ☑ Learn strategies to support grantseeking activities
- ☑ Increase your ability to predict and anticipate changes within the philanthropic landscape
- ☑ Discover how to leverage growth to strengthen your case
- ☑ Gain the frameworks to design and implement the right strategy in grantseeking.
- ☑ Create a culture that is prepared to drive growth and respond to opportunities in "real-time."
- ☑ Participants will have the opportunity to engage with other nonprofit leaders, funders and nonprofit professionals.

Program Summary

Strategy in Grantseeking's framework outlines a comprehensive approach to support nonprofit leaders in enhancing their grantseeking capabilities. It is a four-month curriculum that includes comprehensive curriculum content, training sessions, technical skills, relationships building, proposal development, individual coaching and peer and facilitator feedback. A cohort of up to twenty nonprofit professionals may participate. This four-month program consists of presentations, group discussions, group breakout sessions, Guest Funder Facilitators, tools and templates that participants can put into practice immediately.

Strategy in Grantseeking

2-Day Workshop

This two-day workshop covers the art, science, strategy and mechanics of proposal writing. Based on the curriculum, **Capacity Building; from Concept to Execution**, the workshop explores how to incorporate equity into an organization's case, as well as embed business strategies into an organizations grantseeking efforts. The workshop includes conceptualizing, relationship building, strategy, mechanics, peer learning and networking.

Key Topics Include:

- ➔ Grantseeking Trends and How It Drives Your Strategy
- ➔ What is Grant Readiness
- ➔ How to Establish Priorities and Align Your Priorities with a Funders
- ➔ Research, Reviewing and Understanding a Funder's Guidelines
- ➔ Strategy to Build Relationships
- ➔ Strategy to Write a Compelling Story
- ➔ Incorporating Your Business Strategy

Learning Labs

Upon completion of the two-day workshop, participants will participate in four learning labs focusing on key components of a proposal that grantseekers often are challenged with to build a "strong case", as well as how to incorporate these principles into your nonprofit's business model. These components are the Need Section, Program Development, Budget Development and Evaluation.

The Learning Labs are designed to provide additional technical assistance and training to participants who will meet bi-weekly. Each session affords participants two-to-three additional hours of content and coaching focusing on their business strategy.

Coaching

Individual Coaching with a Proposal Writing Professional focuses on a strategy that fosters organizational change and sustainability. Upon completion of the Intensive Intentional Workshops, participants will receive up to eight hours of coaching. Coaching assistance may include proposal review and access to additional resources.

4 Month Curriculum

Intake Application Opens March 15, 2025

Strategy in Grantseeking 2-day Workshop

May 1-2	Strategy in Grantseeking

Time: 9:00am-4:30pm

Intensive Technical Workshop (Hybrid)

May 15	Need Statement (In person)
May 29	Program Description (via Zoom)
June 12	Budget Development (in person)
June 26	Evaluation (via Zoom)

Time: 9:30am-12:30pm

Coaching
Begins May 15

Who Should Attend

Past participants have included nonprofit professionals from nonprofit community organizations, local governments, educational institutions, congregations, as well as social venture small business owners who see a need in their communities that they want to help address.

Registration: $100
General Admission: $1,525

Scholarships:
Limited scholarships are available. Please send an email to fbrewer@fbaresources.com for further information.

About the Facilitator

Falicia Brewer is the President and Consultant of Brewer & Associates. For two decades Falicia has been responsible for the daily leadership while providing customized solutions to the firm's clients. Falicia has a high level of expertise in consulting with a plethora of industries within the private and public sectors. She is most well-known for her ability to connect individuals with resources to achieve their goal.

Falicia is an advocate of empowerment that meets leaders where they are as she guides them to achieve a common goal. As a staff person and small business owner, she has served in many capacities including Deputy Director, State Director and Adjunct Faculty member.

Falicia has built Brewer & Associates into a national consulting practice that has procured over $98M since its inception. The firm's business model format utilizes professional and skilled independent consultants to achieve a team composition that is most responsive to the needs of individual projects rather than maintaining a full complement of regular staff.

Brewer & Associates has primarily served hundreds of organizations throughout the country. Over the years, several trends have occurred 1) the nonprofit sector is increasingly diversifying and 2) the need for a strategic grantseeking approach in not being taught to nonprofit professionals. After careful review and research, Ms. Brewer created **Strategy in Grantseeking** as an innovative, viable solution necessary for the sustainability of organizations.

Ms. Brewer received her Bachelor's Degree in Special Education, Master's Degree in Political Science, as well as a Certificate in Facilitation from Ball State University, Muncie, Indiana. She also possesses a Certificate in Fundraising Management from the Fundraising School in Indianapolis, Indiana. Most recently, she received her Certificate in Business Strategy from the IU Kelley School of Business and is a graduate of the 2023 Indiana Philanthropy Alliance's Mutz Leadership program. As a National Facilitator, her passion is educating and empowering others to be their authentic self!