



WVDO

Third Thursday – 10/21/10

**Grant Writing & Social Media:
How to Find and Mine Gems
of Information and more!**

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About Brenda Ray Scott, CFRE

- ▶ As the force behind Adept Diva Consulting, Brenda, a Certified Fund Raising Executive (CFRE), proudly works with established and emerging organizations in the Portland metro area and beyond providing them with grant writing, corporate and foundation relations, sponsorship management, and planning services. She's raised millions of dollars over the course of her nearly 20 years in the fundraising profession.

Today's session

Objectives:

- ▶ More knowledge of current trends associated with funders and utilizing social media in research and developing relationships.
- ▶ Practical tips and tactics for mining gems of research and building funder relationships via the social media universe.

Today's session

Bonus:

- ▶ Networking and new connections with whom to share ideas and frustrations!

Please note:

- ▶ Today's session does count for the CFRE CEU requirement.

Tell us about you

- ▶ What type of grant writer are you:

(Show of hands!)

- ▶ Is grant writing your sole role in fundraising for your organization;
- ▶ Or, are you the Director of Development managing a team including a grant writer or Development Director who “writes” grants as just one of many duties?

Tell us about you

What types of information do you hope to take away from this session?

Grant writing Research

How do you usually uncover those gems of data or strike gold with identifying a funding opportunity or data vital to proposal content?

- ▶ List serves
- ▶ Website
- ▶ RSS
- ▶ Google Search
- ▶ Other?

Funders

BEFORE

- ▶ Request guidelines by letter or phone
- ▶ Long newsletters
- ▶ Lengthy emails

AFTER

- ▶ All of the “**Before**” and:
Social Media
- ▶ Facebook
- ▶ Twitter
- ▶ LinkedIn
- ▶ YouTube
- ▶ Others

Glass pockets and Web 2.0

- ▶ Foundation leaders using social media in ever increasing numbers.
- ▶ According to the <http://www.glasspockets.org> report released in September, 2010 on Foundation Transparency 2.0, two-thirds (66) of the 100 largest Foundations pursue online communications as a tool for reaching grantees.

Foundation Center Report

- ▶ According to the Foundation Center's report, "Are Foundation Leaders Using Social Media?" Grant maker Leadership Panel survey conducted in July, 2010, nearly 68% of foundation executives had used YouTube.
- ▶ More than half (59%) of foundation executives used Facebook and 53% used blogs.
- ▶ These statistics are only part of the story.

Social Media in Action: YouTube

Let's look at what foundation and what information you might find on **YouTube** and subscribe:

- Lemelson Foundation
- Meyer Memorial Trust
- Robert Wood Johnson Foundation

What's your assessment of the role YouTube plays in the social media mix of these foundations?

Social Media in Action: Facebook

Let's look at what foundation and what information you might find on **Facebook**:

- Robert Wood Johnson

<http://www.facebook.com/RobertWoodJohnsonFoundation>

- Bill and Melinda Gates Foundation

<http://www.facebook.com/billmelindagatesfoundation>

How would you utilize Facebook in the social media mix of these foundations?

Social Media in Action: Blogs

Let's look at a few foundation blogs:

□ John S. and James L. Knight Foundation
<http://www.knightblog.org/>

□ Robert Wood Johnson Foundation
<http://rwjfblogs.typepad.com/pioneer/>

Social Media in Action: Blogs

A sampling of blogs being regularly accessed by foundation executives include:

- ❑ Center for Effective Philanthropy:
<http://www.effectivephilanthropy.org/blog/>
- ❑ Chronicle of Philanthropy/Give and Take Blog
<http://philanthropy.com/blogs/giveandtake/>
- ❑ Foundation Center/Philantopic
<http://pndblog.typepad.com/>

Social Media in Action: More

With so many “share” options for research, which do you utilize and why?

- ❑ If you like bookmarking, then you’ll think this media is “Delicious:”

<http://www.delicious.com/knightfdn>

- ❑ The above example illustrates how you can track and organization information, while utilizing social media to learn more about a funder.

A Tale of Two Twitter Funders

- ▶ The names are withheld to protect those who don't tweet.
- ▶ One funder entertains Tweets as an opportunity to promote interactive dialog.
- ▶ One funder prefers to tweet in monotone.
- ▶ Which funder is most likely to provide information valuable to your grantwriting or grantseeking?

Twitter Tips – Short and Tweet

- ▶ Click on the word that's hashtagged – # – to see the Twitter feed for this subject.
- ▶ The search results are grouped so that you can view them a number of ways.
- ▶ Let's search for a topic or funder you're especially interested in learning about through Twitter.

Social Media in Action: More

With so many “share” options for research, which do you utilize and why?

Social Media in Action: More

- ▶ What benefit might you realize or value might you add for connecting with funders in this way?

Social Media and Funder Relationships

- ▶ **Due Diligence:** Social Media isn't a substitute for a funder's website as the primary resource for understanding intentions and rational with regard to grantmaking!
- ▶ **Duplication in Social Media:** Allows funders to be responsive to grantseekers' needs and capacity in terms of prowess in navigating social media.
- ▶ **Bottomline:** Utilize direct communication from the funder as a primary resource and a catalyst for employing social media.

Social Media in Action: Activity

- ▶ Please quickly divide yourselves into groups of approximately 11 (or less depending on our attendance today.)
- ▶ As a group, devise an action plan – based on what you’ve heard this afternoon – about possible ways of learning the information described in the following slide.

Social Media in Action: Activity

- ▶ **Cause:** Your group can choose!
- ▶ **Need:** Funding for Operations, Programs, and/or Capacity Building
- ▶ **Your goal:** Secure data needed to make the case and funding to operate the program

Questions?

Grantwriting: Know How Certification Might Benefit You



- ▶ GPC focuses entirely on grants.
- ▶ Developed from 1999–2007, first test given Nov, 2007.
- ▶ 292 GPC's nationally.
- ▶ Will be offered four times in 2010.

<http://grantcredential.org/>

Grantwriting: Know How Certification Might Benefit You



- The CFRE Examination is designed as a generalist exam for fundraising professionals to demonstrate mastery of the six core knowledge areas related to fundraising practice.
- CFRE is generalist and includes nothing about government funding and very little on grants.
- More than 5,400 internationally including more than 4,500 in the United States.

<http://www.cfre.org/>



- More than 4,200 members in 43 active chapters
- Thirteen Special Interest Groups (SIGS)
- Journal (peer reviewed) published twice annually
- E-Newsletter published at least quarterly
- Membership benefits and discounts

<http://grantprofessionals.org/>



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