



HELPING YOU CONNECT WITH YOUR KEY AUDIENCES

## TIPS FOR SEEKING NON-PROFIT GRANTS

*The following tips come from GuideStar the world's largest source of information on nonprofit organizations. Their mission is to revolutionize philanthropy by providing information that advances transparency, enables users to make better decisions, and encourages charitable giving. To see a video on this subject, [CLICK HERE](#).*

### Tip #1: Prove that you're a credible nonprofit.

When deciding which non-profit to support financially, funders often start with the basics, by looking at a nonprofit's legal status, financials, and leadership to ensure they're giving to a credible nonprofit. Funders will then take a look at a nonprofit's programs and results to see what sort of difference they are making in the world.

Guidestar provides a nonprofit profile to tell your story and clearly demonstrate how you will maximize the impact of funders' grants. [CLICK HERE](#) to create or update your profile.



### Tip #2: Find the right fit.

Do your research to find funders likely to be interested in the work you do. Using Guidestar's Foundation Directory, you can find out which grantmakers have given to organizations like yours and find ways to connect to those funders' key decision makers.

### Tip #3: Focus on the funder's interests and motivations.

When you're approaching a funder, you should know why they give. Be prepared to explain the impact their grants will make on the world, and how your organization can help them achieve their goals.

To learn more about finding grants and boosting your organization's credibility, check out the free [Introduction to Finding Grants](#) course.