

MARCH, 2007
Government Funding

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A service of the Corporation for National and Community Service - Resource and Fund Development Initiative

Dear “Government Funding” Colleague,

Below are a couple of tips on the purpose of government support and an example of a social profit’s annual calendar of cultivation through to budget submission and eventual funding. If you are having trouble reading this issue, click on the link at the top of this page to download a printable edition.

Do you have questions about government funding? Any other needs? Contact us through LEADline@CampaignConsultation.com. Access previous issues of On-the-Go eTA by clicking on the title at the right.

Government Support – a *part of your funding mosaic*

Here are some characteristics related to what government funders are looking for in a proposal application:

- **Seed funding**

Much like you would use foundation support, apply the same principle to government funding. Look at public funding as an opportunity to launch new, improved initiatives for two or three years. During that period of time, you have the chance to build up private individual awareness and support and begin to wean the now established program off of public support into the purvey of annual unrestricted funding.

- **Replicable**

Again similar to foundation funders, government funders are partial to projects that serve as prototypes that other organizations can replicate.

- **Community Support**

Local government funders usually require strong evidence of community support for a project –

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demonstrated community impact; demand for services; strong volunteer leadership and advocacy; significant donor base of contributions; etc.

- **Accountability**

Keep careful records about how you spend a government grant, since an audit is always a possibility.

- **Organizational Capacity**

Make sure you have the staff capacity and infrastructure in place to manage the project, handle the reporting requirements, evaluate program impact, etc.

- **Match Ability**

Many government awards, particularly bonds for capital, buildings, etc. require local matches raised from foundation, corporate or individual resources.

As with every area of fund raising methodology – individual annual giving campaigns, foundation proposals and corporate solicitations – treat your government funders with the same principles of cultivation. Keep them on your database and inform them of your activities. Provide short program updates even outside of the required reporting schedule. As a result of your growing relationship and demonstrated success, they will be ready and willing to fund your next improved initiative.

Partially adapted from the Donors Forum of Chicago

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Working the Government Calendar

Legislative schedules vary from state to state with some meeting for a few weeks or months and others meeting yearlong. To pursue state funding, you will want to build a calendar of activities that addresses cultivation, visibility and accessibility based on the legislative calendar. Read below to see how one social-profit organization works to request continued funding from its state's general assembly that meets the first third of the calendar year. This schedule begins following the close of the legislative session through to the conclusion of the next.

Volunteer Maryland Maryland General Assembly Support Initiative

End of March

**Session concludes with positive
outcome**

Month 1—Apr	<p>Letters sent to Governor and Governor's Deputy Chief of Staff. Personalize outcomes funding will provide (e.g. number of volunteers to be mobilized, examples of human and environmental services provided by volunteers, number of Maryland citizens served)</p> <p>Personal note to Director of Governor's Finance Office (he's our greatest champion in the budget process)</p> <p>Encourage colleagues to thank Governor's Office for Volunteer Maryland support</p>
Month 2—May	<p>Review final appropriation and adjust program budget and/or timeline as necessary.</p> <p>Annual Fiscal Officers Meeting to receive new FY financial guidance (next budget cycle instructions, target current services amount, standard fiscal operating issues or processes)</p>
Month 3—June	<p>Send update, newsletter on program to Governor/department/legislative leaders (occurs quarterly)</p> <p>Review current FY expenditures versus appropriation; identify gaps in program cost structure and adjust</p> <p>Solicit input from staff and program participants re: program resource development (i.e. wish list)</p> <p>Compile, analyze, and report annual program results in the State of Maryland Managing For Results (MFR) submission (standard State evaluation system)</p>
Month 4—July	<p>Draft next FY budget request, staffing request, and Managing For Results target levels</p> <p>Review plan and budget request with Governor's Office to gain insight and input. Make revisions, gain approval</p>
Month 5—Aug	<p>Continue negotiations with Governor's Office as necessary. Complete and submit final, approved budget and staffing requests and MFR targets to Governor's Finance Office.</p>

Share Square

Law makers are dependent upon their local constituents to let them know what is important in the community. Volunteers should be encouraged to put their community service commitment to action and contact legislators to urge support.

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Month 6—Sep	<p>Send update, newsletter on program to Governor/department/legislative leaders (occurs quarterly)</p> <p>Provide information and update data as requested by Governor’s Finance Office, Department of Budget and Management, and Department of Legislative Services</p>
Month 7—Oct	<p>Provide information and update data as requested by Governor’s Finance Office, Department of Budget and Management, and Department of Legislative Services.</p>
Month 8—Nov	<p>Provide information and update data as requested by Governor’s Finance Office, Department of Budget and Management, and Department of Legislative Services.</p>
Month 9—Dec	<p>Update annual program results and track FY expenditures to date.</p> <p>Send mid-year/holiday season “good news” to Governor, State Service Commissioners, legislative contacts, and other colleagues</p> <p>Keep in touch with Governor’s Office staff.</p>
Month 10—Jan	<p>Identify and research legislative committee leaders and members; schedule Annapolis visits with new legislators and/or committee members</p> <p>Review Governor’s Budget Bill and Department of Legislative Services recommended actions</p> <p>Prepare testimony and supporting documents as necessary (depends on DLS recommendations)</p> <p>Track bill’s progression in committee, hearings, etc.</p> <p>Keep in touch with Governor’s Office staff and other Executive Department contacts to gauge General Assembly session tone</p>
Months 11 and	<p>Prepare hearing testimony and supporting documents</p> <p>Deliver hearing testimony and supporting documents</p>

“I come to present the strong claims of suffering humanity. I come to place before the Legislature of Massachusetts the condition of the miserable, the desolate, the outcast. I come as the advocate of helpless, forgotten, insane men and women; of beings

12—Feb and Mar (actual hearing dates vary each Session)

Track bill's progression in committee, hearings, assembly floors, etc. Keep in touch with Governor's Office staff and other Executive Department contacts to gauge General Assembly session tone (adapt testimony/presentation as appropriate)

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Let us know

Do you have insights to share about raising government resources?

Contact us at LEADline@CampaignConsultation.com (LEADline is sponsored by the Corporation for National and Community Service through its Resource & Fund Development Initiative.) We would be happy to answer questions or to give you more support.

Thank you for your interest in On-The-Go eTA. We encourage you to [send this and other issues of OTG eTA to friends and colleagues](#) who would benefit from the information. Also, if you're on information-overload, you may request [email removal](#). Otherwise OTG e-TA will be back soon with another edition.

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Resources

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Support Center for Nonprofit Management at <http://www.supportctr.org>

The Donors Forum of Chicago, www.donorsforum.org

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GIZMOs:

(*Giving Information for Zooming Money Objectives*) Gizmos are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-Roms, games, etc. They feature a myriad of fundraising topics such as **The Power of Direct Mail**, an interactive cd-rom and detailed companion booklet on developing your direct mail program.

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Workshops/Clinics:

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour workshops and clinics for those interested in mastering key skills need to write for individual donors.

Online Courses/Webinars:

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**.

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