



## *Key Principles of Collaborative Fundraising*



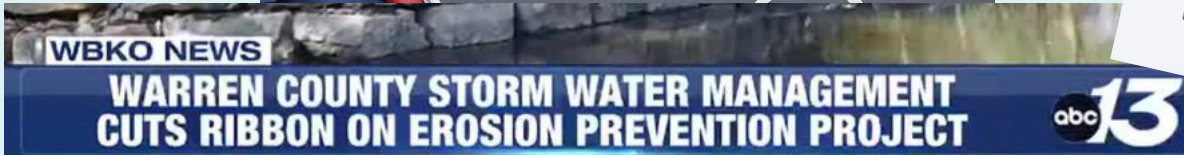
URBAN WATERS  
LEARNING NETWORK





*We are a peer-to-peer network of people and organizations working to conserve, restore and revitalize America's urban waterways, supporting our members' work through tools, training, mentoring and financial assistance.*

# “Once in a generation investments”



# TODAY'S PRESENTER



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# Collaborative Fundraising

# Welcome & Overview

- Why collaborate
- Building trust
- Collab structures
- Finding funding
- Case studies



# Why collaborate?



- Scale efforts
- Tackle complex, systemic issues by bringing more stakeholders together to coordinate efforts to achieve lasting impact
- Strengthen programs or streamline operations
- Create coalitions that increase influence
- Responding to an existing funding opportunity

# Centering reciprocity

## 10 Principles of Community-Centric Fundraising

#2) Individual organizational missions are not as important as the collective community.

#3) Nonprofits are generous with and mutually supportive of one another.



community • centric  
fundraising



# Clarity on project & partnership

- Which comes first?
- VISION?
- PROJECT?
- FUNDING OPPORTUNITY?

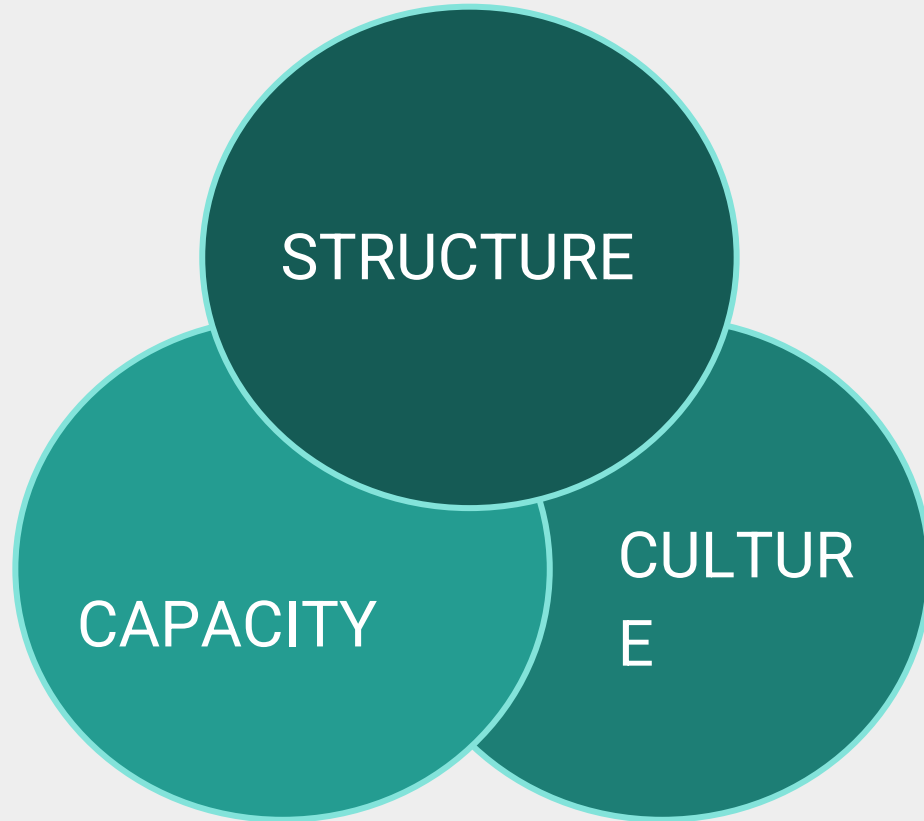


# What each partner brings to the table



- Staff (for funding and for the implementation of the project)
- Financial systems to manage grant
- Equipment/facilities
- Eligibility based on org. type
- Letters of support

# Collaborating for success



# Structure



- Lead convener
- Steering committee and subcommittees
- Broader partners
- Hub and spoke variation
- Decision-making processes
- MOU
- Expected lifespan

# Capacity: the roles that support the collaboration

- Leader and Convener
- Director and Facilitator
- Data analyst
- Policy analyst
- Administrative support
- Communications lead/development director

**ROLES are OFTEN COMBINED!**



# Capacity: supporting a new collaboration

- Identify dedicated funding for supporting the collaboration's planning phase
- Do partners have existing funders who might be interested?
- How will partners share their existing donor lists and relationships?



# Culture

- The norms and values behind the collaboration
- Range of formality
- Take time to identify shared values and build trust
- Transparency and authenticity
- No hidden agendas



# Project management



- Define roles and responsibilities
- Agree about expectations
- Use accessible tools, platforms, systems
- Define the process for review and feedback before submitting
- Create and adhere to timelines



# Internal communications

- Establish schedule of meetings
- Discuss expectations of internal communications
  - In person, virtual, emails
- Establish file / document management system to ensure accessibility



# Budgets

- Lead organization will apply and manage award
- Subcontract or subaward to partners and other contractors
- Tip: Start with a budget before proposal narrative



# Cost principles

Is each expense:

- Reasonable?
  - Do the amounts make sense? Are you budgeting too high/low?
- Necessary?
  - Do you really need this to accomplish your program?
- Allowable?
  - Funders set many restrictions and limits on expenditures

# Overhead

- Also: indirect costs, facilities & administrative costs
- Be transparent with your partners about where this money is going
- Get clear about your Federally Negotiated Indirect Cost Rate Agreement (NICRA)



# In-kind contributions



- Balance any in-kind contributions (revenue) with the respective expense

# Cost match (cost share)

- When a funder asks that you or another funder contribute some portion to the project budget
- Can be mandatory or optional
- Cash match vs In-kind match
- Be sure that if the funder requires cost match, that in-kind is allowable if you are reporting it as match



# Writing tips

- Copy proposal narrative into a shareable document with word/character limits
- Organize standard grant components for all partners: mission statement, organizational history, key staff bios, logos
- Keep a file of vetted project boilerplate text for future applications
- Share and recycle good text



# Prospect research

- River Network's Federal Funding Databases, Technical Assistance, and Resources
- [www.grants.gov](http://www.grants.gov)
- State agencies websites
  
- Paid subscriptions
  - Foundation Directory Online
  - Instrumentl



# Prospect research

- Identifying and assessing opportunities - share this work
- Good fit, eligible
- Worth the effort, worth the risk
- Attend informational webinars, email/call program officer/director



## Small groups: in pairs

- What has worked well in your collaborations?
- What challenges have you faced?
- What has kept you from collaborating with others on fundraising?



Case study:  
Van Norden Meadow Restoration



# Case study: North Yuba Forest Partnership



# Small groups



- What other issues/questions have come up for you that we haven't addressed?
- What additional resources, support or tools would be helpful to you?

# Steps toward collaboration

- Relationships are key
- Amplify other organizations' visibility
- Make new connections
- Help other nonprofits get funded



Q&A

# Thank you!

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# BEFORE YOU GO...

Tell us what you think! See evaluation survey

**Register for two related sessions:**

- *EPA Community Change Grants - Info & Resource Sharing (3/26, 2PM ET)*
- Upcoming April session on partnering w. local gov't on federally-funded projects

**Join us at River Rally and the Urban Waters Learning Forum!**

<https://www.rivernetwork.org/connect-learn/river-rally>



[www.urbanwaterslearningnetwork.org](http://www.urbanwaterslearningnetwork.org)

*Thank you!*



*Share your feedback via the evaluation link in the chat!*