



After the Grant Award: Tips on Tracking, Reporting On, and Promoting Your Grant

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Agenda



- **You're getting a grant! Now what?**
- **Tracking and Reporting On Your Grant**
- **Promoting Your Grant**
- **Best Practices for Grantee-Grantor Relationships**
- **Walkthrough of the ASPCA Online System**
- **Q&A**

CONGRATULATIONS! ...now what?

Read the Grant Agreement Carefully!

- **Project Title, Description, and Amount**
- **Duration**
- **Payment(s) and Contingencies**
- **Reports/Requirements/Deliverables**
 - **TIP:** Set up reminders well in advance.
 - **TIP:** Submit reports sooner rather than later.
 - **TIP:** Review special reporting forms now.
 - **TIP:** Loop in your colleagues as needed.



Grant Agreement (cont'd)



- **What should I keep** (receipts, invoices, photographs, etc.)?
- **Who is your contact for administrative and programmatic questions?**
 - **TIP:** Add these contacts to your contact list/Outlook so you have them handy.
- **How can the two organizations acknowledge each other** (logos, press releases, etc.)?
- **Continued support** (any language about potential renewal funding)?
- **Other policies, special clauses, or restrictions?**
- **Special forms to be completed upon receipt or later on?**
- Don't hesitate to request clarification or modifications (as appropriate)!

ASPCA's Grant Requirements



Due during the life of the grant

- **Acknowledgment of Award Letter** – Grants \$5,000 or less must be acknowledged online (online signature) (due 1 month after start date)
- **Signed Contract** – Signed hard copy of grant contract for grants over \$5,000 (due 1 month after start date)
- **Grant Recognition Report** – Press releases and/or links showing how the ASPCA's support was recognized (due 3 months after start date)
- **Progress Reports** – Open-ended question about progress to date. (due at the 6-month mark if the grant is 12 months or longer)

ASPCA's Grant Requirements (cont'd)



Due at the end of the grant term

- **Final Report** – A simple open-ended question about the results of the grant & project. Fill-in fields for # of animals impacted.
- **Financial Report/Receipts** – List of expenditures of how the grant funds were used. Receipts are required if applicable.
- **Press Information** – Links to or uploads of press stories or anecdotal information that can be used for promotional purposes.
- **Photographs** – Photos of the project and results in action!

Note: Most requirements can be submitted online.

Tips on Tracking

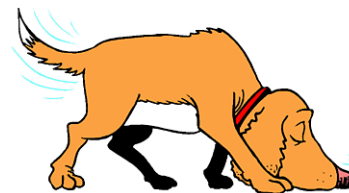


Think about the data and deliverables you will need to report on, and set up an appropriate tracking system.

- ❖ # of animals spayed/neutered, animal type, procedure type, date, cost per animal
- ❖ outcomes of adoption events & cruelty seizures (how many/how did animals benefit?)
- ❖ Even general operating, salary, equipment, vehicle, and capital expenditures should be tracked and tied to specific outcomes. For example:
 - *Salary for vet tech* – How many & what kinds of procedures did s/he assist with?
 - *Vehicle* – How many animals were transported / rescued? Where? How many miles?
 - *Autoclave* – How many procedures did it assist with?

Tracking should be specific to the grant!

Tips on Tracking (cont'd)



- **Always keep data on intake, # spayed/neutered, # adopted and returned to owner, etc.**
 - Provides context for future applications and reporting
 - Information over time can help answer questions re: need for and impact of grants
- **Keep all info relating to a specific grant together**
 - Save all electronic documents in a funder- or grant-specific folder
 - If necessary, keep a corresponding paper folder too (for receipts, invoices, etc, to be scanned later if applicable)
- **Track info as you go.**
 - Avoid the scramble to remember things at the end of the grant period, sometimes months after the actual activity.

Tips on Tracking (cont'd)



Financial Tracking:

- Keep grant funds restricted to the funded project – no co-mingling!
- Keep a running balance of available funds
- Keep a list of any additional donors to the grant-supported project for later use in reports and proposals
- Development and program staff should be on same page throughout the grant period (with occasional check-ins) to make sure grant \$ is being used as intended

Tips on Reporting



Why Funders Need Reports

- To confirm that the grantee complied with the terms of the grant
- To assess success/impact of the project
- To help inform strategies for future grantmaking and programmatic work
- To provide outcome and anecdotal information that funders can share with their constituents/public to promote your work
- So funders can provide information to THEIR donors or constituents to be transparent and accountable
- Historical Record & Evaluation – can be consulted when your next proposal is reviewed

Tips on Reporting (cont'd)



Tips:

- Again, don't miss the deadline!
- Answer the funder's questions – be succinct but avoid superficial responses.
- Have the original proposal handy so you can cross-reference actual activity with proposed activity
- Be clear about the project's outcomes and how they were achieved
- Be honest about what worked and what didn't

Tips on Promoting Your Grant



- **Share the story – It's not about the what, but about the why / how!**
 - * The news is not receiving the grant itself, but what you plan to do with it
 - * Why is what you will use it for important and how will it help the community?
- **Find a firsthand perspective from your audience and get a quote**
 - * If you know of someone who's been directly impacted by the program getting the grant, share their story!
 - * The public is more likely to trust the opinions of folks outside the organization trying to promote its work.
- **Make it local**
 - * Present your work in a local context, and call upon your personal network to help you connect with local media contacts.

Tips on Promoting Your Grant (cont'd)



Start and maintain relationships with your local media by:

- **Researching media sources and sending them information**
 - Which people have covered animal-related news before? (If no consistent pattern, send press release to general news desk.)
 - Call to introduce yourself and follow up with a pamphlet on your org
 - If you're located in a small community, your news is local news
- **Staying in touch with responsive contacts**
 - Invite them to your events
 - Give them a tour of your facility
 - Take them out for coffee

Best Practices for Relationship Building

For the Grantee:

- Be gracious.
- Be responsive.
- * Be timely.
- Be candid.
- Be understanding.



For the Funder:

- Be gracious.
- Be responsive.
- Be flexible.
- Be transparent.
- Be understanding.

Best Practices for Relationship Building (cont'd)

The Future of Grantmaking



- **Streamlining**
 - Simpler, more consistent applications and reporting forms
 - Move to online interfaces, less paper
- **Outcomes/Impact**
 - Emphasis on measurable outcomes
 - More data collection (may be at odds with streamlining)
- **Collaboration**
 - Grantees & funders working together, teaching/training each other
 - Co-branding, co-presenting, networking opportunities
 - Funders working with other funders, can open doors for grantees

Other Tips for Grantees



- **Get in touch periodically**
 - Specifically, when there is big news to report (big outcome, surprising progress, impressive media coverage, etc.)
 - Don't bombard funders with emails unless it is something substantial
 - Don't put the funder on your mailing list/e-blasts unless they encourage/request it
 - Invitations to events/galas are generally ok
 - Funders tend to prefer emails to phone calls
 - Encourage site visits – invite your funder!
- **Be sure to recognize the funder on your website and through press releases, events, and other publicity**
- **Visit the funder's website periodically and see what they're funding, who they've funded, whether guidelines have changed**

Resources



www.grantspace.org

- GrantSpace recorded webinar (Free!): *"You Got the Grant! Now What?"*
- Foundation Center publication: *"After the Grant: The Nonprofit's Guide to Good Stewardship"* (available at FC libraries)
- Foundation Center *"Cultivating Grantmaker Relationships"* in-person trainings (fee-based, but scholarships available)
- ASPCA recorded webinar (Free!):
"The ASPCA Grant Application Process"
& other webinars at ASPCApro.org/webinars

ASPCA Grant Requirement Process



Grant requirements are submitted through

ASPCApro.org/grants

(See webinar for a live demonstration.)



Questions? **Grants@aspca.org**