Activity 2. Identifying and seeking funding

Instructions: Use the following path to begin identifying potential funding and financing opportunities. This activity should help you explore where you can begin looking for funding opportunities. In the following activity, you will develop a plan for how to reach out to the organizations and individuals you identify in this activity.

Identify potential funding opportunities using your current partners, potential future partners, and online resources

Consider sources for both in-kind and monetary support as well as alternative financing models

Complete a thorough analysis of each opportunity's expectations (use the table below to assess each opportunity)

Funding source	Contact information	Program, service, or activity	Request	Giving cycle	Assigned to	Personalized appeal	Status	Results
Name of organization, individual, corporation, foundation, or government entity	Name of the contact person, address, phone, and email for applications and questions	What you are asking them to fund	Amount of your request or the specific in-kind service you are requesting	Date the application is due, dates awards are given, dates any reports or follow-ups are due	The lead person of your team assigned to manage this opportunity	Message should emphasize the services that you provide that have the greatest appeal to each opportunity	Stage in the funding process with this funder (to be updated periodically)	Whether the support was received and what you learned from the process

Determine the best strategy for connecting with and applying for the funding and financing options that are best for your program

Use the template in the following activity to develop a plan for implementing your sustainability strategy