

Crafting Your Elevator Pitch

for Sponsors/Funders

October 19, 2017



Agenda

- **Sponsored Research**
- **Importance of an Elevator Pitch**
- **Anatomy of an Elevator Pitch**
- **Looking into Foundation Funding**
- **Demo: Foundation Directory Online (FDO)**
- **What is a Letter of Intent? (LOI)**
- **Group Activities**

cias Faculty Research & Scholarship R·I·T

Charles Bush

Senior Research Administrator
for Proposal Development



CIAS Faculty Research | Types of Sponsored Research R·I·T

Sponsored Research

- **Government**
 - National Endowment for the Arts
SOA, SOD, SAC, SOFA, SPAS
 - National Science Foundation
Media Sciences, Motion Picture Sciences,
Photo Sciences
 - National Endowment for the Humanities
IPI, Vignelli Center for Design Studies






CIAS Faculty Research | Types of Sponsored Research R·I·T

Sponsored Research

▪ **Government**

National Institutes of Health
Medical Illustration, Photo Sciences



NY State Council on the Arts
SOA, SOD, SAC, SOFA, SPAS



CIAS Faculty Research | Types of Funded Research R·I·T

Sponsored Research

▪ **Foundations and Corporate Foundations**

All CIAS Schools, IPI

▪ **Corporations**

All CIAS Schools, IPI

▪ **Crowd Funding**

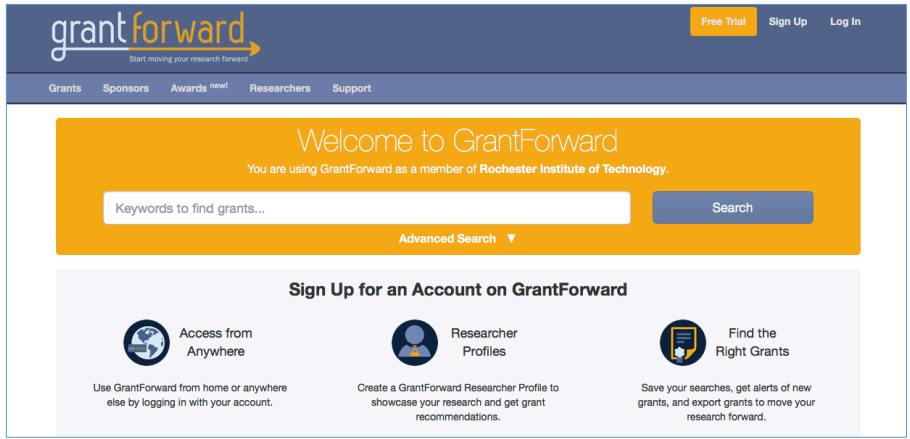
All CIAS Schools, IPI



Benefits of Sponsored Research

- All research and scholarship is important and contributes to **teaching, integration, discovery and application**
- **Sponsored research can fund/support...**
 - Travel
 - Materials
 - Installations
 - Publications
 - Student Mentoring
 - Course Release
 - Artist-in-Residence Programs

www.grantforward.com



You didn't find an exact match... what do you do?

- Note the requirements for the grant
- Revise your project/research to align

**You found something... how do you start?**

- Send them your “pitch”
- Know your sponsor
 - Who are you pitching to?
 - Do they use the same vocabulary?
 - How do you break down the jargon?



What is an Elevator Pitch?

It answers the following questions:

- What are you interested in researching?
- How do you want to do the research?
- Why is your research important?



The Many Forms of an Elevator Pitch

- Face-to-face
- Written
- Video

When Opportunity Knocks

- In addition to a written “pitch,” be able to deliver in person
- In an elevator, on a plane, at a conference, at dinner...

What is your idea?

Your idea should emerge from a well-researched problem.

The question should follow the problem.



What is the significance of your request?

Does the project address an important problem in the field or area?

How will knowledge, technical capability, or behaviors in your area improve?

How will successful completion of the aims or objectives change the concepts, methods, technologies that drive your field?



Who will be in charge of the project?

Project leadership depends on expertise and experience.

Demonstrating a record of accomplishments will speak to your credibility, a major selling point for many funders.



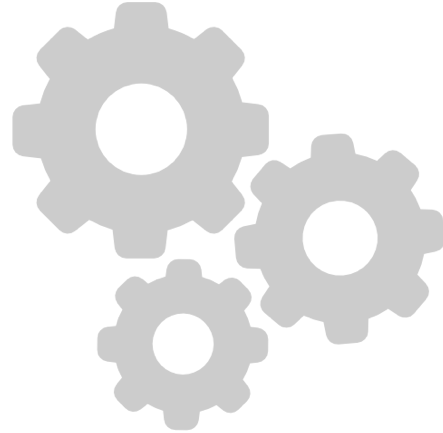
How innovative is your idea?

You will need to stress how your idea is compelling, urgent, and needed.



What is the environment?

Will your work environment contribute to the probability of success? If so, include this information in your pitch.

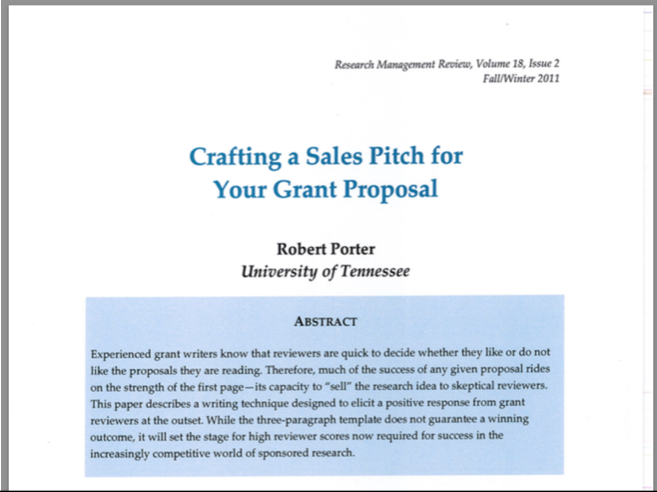
**What will be the overall impact?**

Close your pitch with the overall impact your project will have.

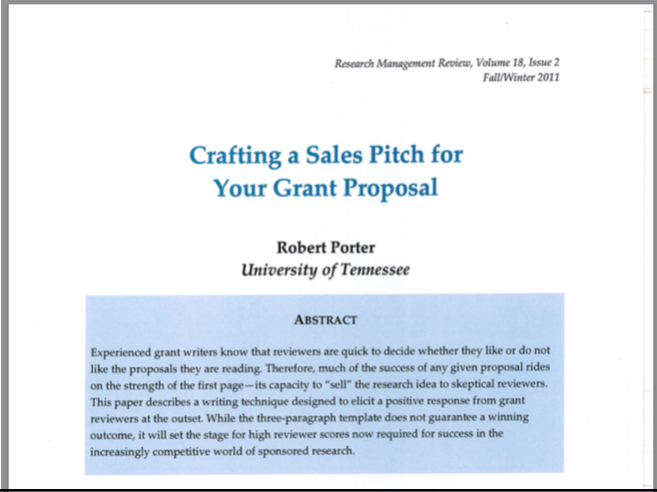
How will the end result of your work influence your field and you as a researcher?



Example <http://www.nordp.org/assets/resources-docs/porter-salespitch.pdf>



Resource <http://www.nordp.org/assets/resources-docs/porter-salespitch.pdf>



CIAS Faculty Research | Resources R·I·T

Questions?

Thank you!



cias Faculty Research & Scholarship R·I·T

Barbara Hoerner
Director of Foundation Relations

Stephanie Rankin
Corporate Relations Officer



An Intro to Foundation Funding

- The Corporate and Foundation Relations Team
- Foundation Relations, Sponsored Research Services, and Government & Community Relations
- Project Initiation Form
- Foundation Directory Online (FDO)
- Letter of Inquiry or Letter of Interest (LOI)
- How much do I have to do on my own, and how much help will I receive along the way?

Meet the Corporate and Foundation Relations Team

▶ Paul Harris
Executive Director of Corporate & Foundation Relations
paul.harris@rit.edu
(585) 475-4992



▶ Brian Shanahan
Director of Corporate Relations
brian.shanahan@rit.edu
(585) 475-6711



▶ Kandice King
Corporate Relations Officer
kandice.king@rit.edu
(585) 475-7498



▶ Stephanie Rankin
Corporate Relations Officer
stephanie.rankin@rit.edu
(585) 475-7267



▶ Barbara Hoerner
Director of Foundation Relations
barbara.hoerner@rit.edu
(585) 475-4571



▶ Regina Arlauckas
Development Program Coordinator
rcadar@rit.edu
(585) 475-2736



www.rit.edu/development/giving

Some fun facts...

- There are more than **80,000 foundations** in the U.S., **awarding \$50 billion** annually.
- RIT has received **nearly \$30 million** in foundation and corporate funding in the last five years.



Foundations

- Non-governmental
- Not for profit organizations
- Must distribute at least 5% of their assets every year
- Change focus areas periodically
- Philanthropic

Favor

- Big, transformative ideas
- Multi-institutional collaboration
- Interdisciplinary & Innovative
- Service to underserved populations
- Initiatives that could be national models
- Basic Scientific Research

Success Story

- Gates Foundation gave **\$375k** to Ruben Proano (KGCOE) to explore centrally-coordinated vaccine procurement



Vaccine Delivery


Vaccines save millions of lives a year and are among the most cost-effective health interventions ever developed.

Understanding RIT's institutional funding sources

- **Foundations Relations** pursues funding from private, family and corporate foundations on behalf of RIT.
- **Corporate Relations** seeks to build relationships that will lead to philanthropic support from a corporation for RIT.
- **Directors of Development** (DoD's) – individual giving from Alumni and friends of the university.
- **Sponsored Research** supports faculty efforts to secure federal and sometimes state funding (ex. National Endowment for the Arts, National Science Foundation, National Endowment for the Humanities). Sponsored Research works closely with Foundation Relations as needed to develop budgets, Proposal Routing Forms, and post-award budget management.
- **Government and Community Relations** pursues large state or federal gifts on behalf of the university.

What is a Project Initiation Form?

- Provides the CFR team a **basic understanding** of your work
- Helps the DAR Research Team to start **identifying prospects**
- Gets you thinking in terms of foundation funding rather than federal (i.e., NSF)
- Creative **keywords** and approaches (i.e., graphic design archives as American art) help us find more potential funders
- If you're new to Foundation grant seeking, helps to **frame your work**
- Strictly for **internal use**
- Available from the Foundation Relations team



**RIT Foundation Relations
Project Initiation Form**

1. Principal investigator and team members (please provide your email address(s) and phone number(s):
2. Name of your project:
3. Executive Summary:
4. What makes your project unique:
5. Why are you, or your team, the best option to lead this effort, and why is RIT the best place to do this work?
6. Describe the possible national/international impact of your project (i.e. what population are you serving or what problem are you trying to solve?)
7. What key words best describe your project (ex. STEM education, health care, diversity, basic science, underserved populations, developing nations):

Let's search! (Start at the Foundation Directory Online home page)

Let's search! (Try a Power Search)

Let's search! (Enter your terms...)

HOME HELP FEEDBACK LOGOUT (RITOnline) CHAT NOW

FOUNDATION DIRECTORY ONLINE
Professional

Search Grantmakers Search Grants Search Companies Search 990s Pathways Power Search

diversity in film SEARCH »

Select your databases

- Grantmakers
- Grants
- 990s
- Companies
- IssueLab reports
- News
- RFPs
- Jobs
- Nonprofit Literature

(Check All | Clear)

Let's search! (Search Results)

Your Search

Keywords: diversity in film

Filter Your Results

Databases

- Grantmakers (35)
- Grants (171)
- 990s (2888)
- News (12)
- IssueLab (887)
- Jobs (2)

Search within results SEARCH

Ben Loeterman Productions (GRANTS)
Boston, MA | Year Authorized: 2007 | Amount: \$28,500
Toward documentary, The People vs. Leo Frank, and related multi-platform educational project *in: Film* and video: *Diversity* and intergroup relations

Red Bullet Productions (GRANTS)
Lincoln | Year Authorized: 2015 | Amount: \$15,267
The Lincoln group will use the funding to deliver creative *film* making workshops that will focus; upon empowering and uniting people who live *in* this rurally isolated area. This will encourage the; people taking part *in* the project to engage *in* social activities designed to stimulate social cohesion

Film Independent, Inc. (GRANTMAKERS)
Los Angeles, CA | Total Assets: \$2,462,709 | Total Giving: \$194,500
accomplishment *in film*. Participants with qualifying projects are also eligible for a \$25,000 production grant.: *Film* Independent, Inc.; Established *in* 1984 *in* CA

Fort Wayne Cinema Center (GRANTS)
Fort Wayne, IN | Year Authorized: 2014 | Amount: \$17,500
For Lincoln Support for *Diversity* ProgrammingLincoln Employee Attendance Package;; Fort Wayne, *IN: IN*

Let's search! (Sample Profile)

Ford Foundation

- Profile
- Search Grants
- Map Grants
- Chart Grants
- RFPs/News/Jobs
- Publications

Profile

Last profile update: 09/26/
Last grant data update: 03/26/

Compact View

Jump To

- Background
- Limitations
- Purpose and Activities
- Program Area(s)
- Fields of Interest
- Geographic Focus
- Support Strategies
- Transaction Types
- Publications
- Application Information
- Donor(s)
- Officers and Trustees
- Staff
- Memberships

At A Glance

FORD FOUNDATION
 1440 Broadway
 New York City, NY United States 10018-2301
 Telephone: (212) 573-5000
 Contact: Secy.
 Fax: (212) 351-3677
 E-mail: secretary@fordfoundation.org
 URL: www.fordfoundation.org

TYPE OF GRANTMAKER
 Independent foundation

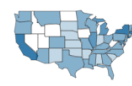
ADDITIONAL DESCRIPTOR
FINANCIAL DATA
 (yr. ended 2015-12-31)
 Assets: \$12,242,896,362
 Total giving: \$511,984,277



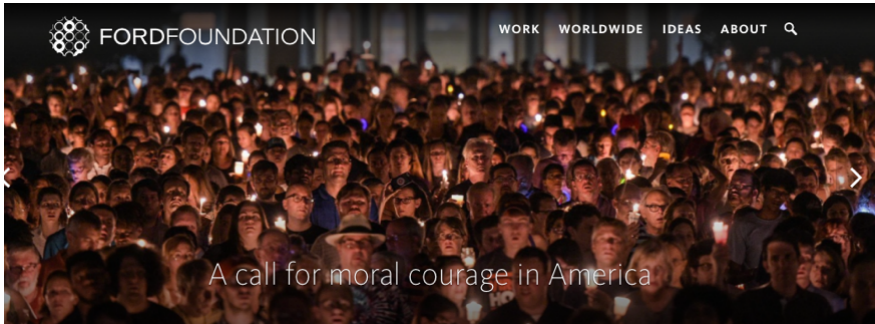
Giving By Subject



Geographic Giving



- <http://www.fordfoundation.org/>
- “Across eight decades, our mission has been to reduce poverty and injustice, strengthen democratic values, promote international cooperation, and advance human achievement.”



What is a LOI?

- Introduction to your project (a “pre-proposal”)
- Captures the attention of a Program Officer in 2-3 pages
- May result in being invited to submit a full proposal



Six (6) Elements of a LOI:

1. **Introduction:** A brief and catchy project title
2. **Describe the Need:** strike a tone suitable to that Foundation’s mission
3. **Describe the Project:** goals, outcomes, methods (How it works and who it serves)
4. **Organization’s Background Information:** leadership, readiness to meet the stated need
5. **Budget and Funding Request:** personnel, students, travel, supplies, equipment. How much is the total project, how much are you asking from the Foundation, and over what time period
6. **Conclusion**

What does Foundation Relations do?

- Work closely with RIT faculty to **match** their research with the interests of a private or family foundation
- Get in the door for a meeting or call
- Build strategic relationships
- Work to craft appropriate communications
- Make the most compelling case for your project
- Steward the relationships
- Streamline the proposal process



Resources

- **University News Service** (Public Relations) – talking points and key messages
- **Sponsored Research Services** – Grant Writer’s Boot Camp, budget preparation, federal agency funding (ex. NEA, NEH, IMLS), Proposal Routing Forms
- **Subscribe to:**
 - *Inside Philanthropy*
 - *Philanthropynewsdigest.org*
 - *Chronicle of Philanthropy*
 - *Chronicle of Higher Education*
- **Foundation Directory Online**, a free benefit for all faculty and staff
- **Foundation Relations workshops:** hands-on workshop focused on using the Project Initiation Form and drafting a Letter of Inquiry

Questions?

Thank you!

