

# Funding Research Guide

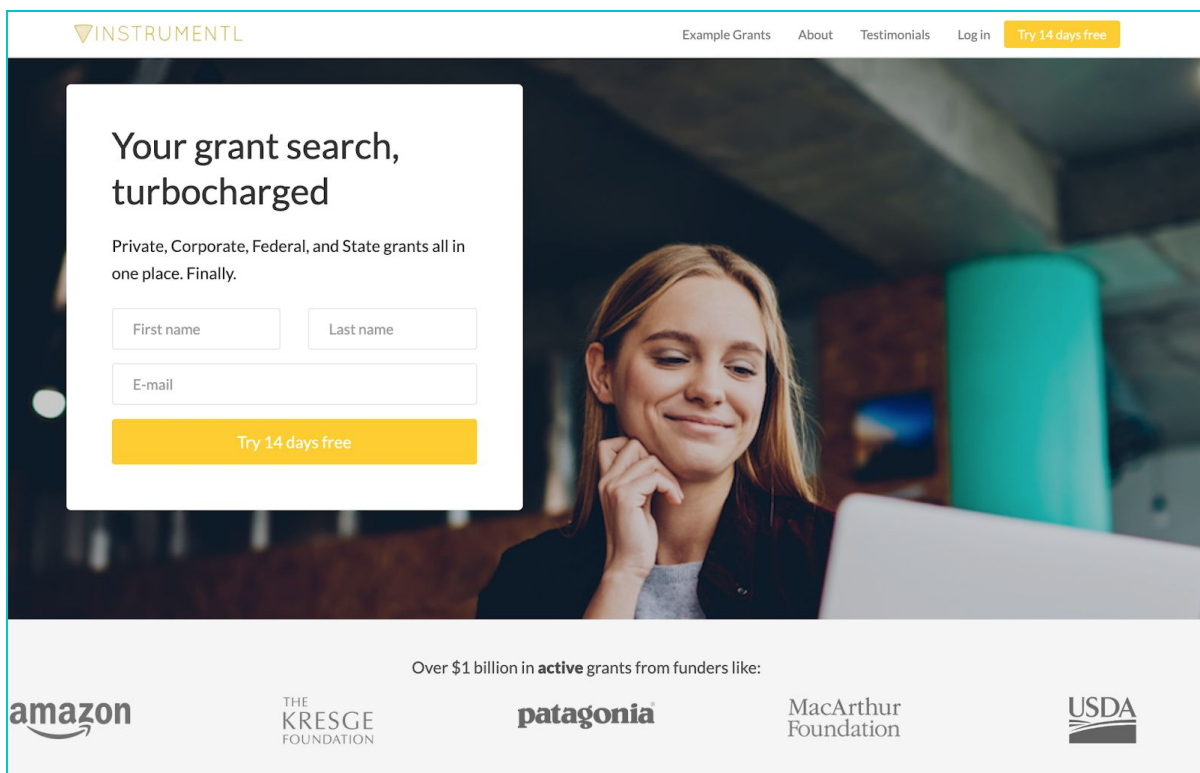
## Overview

This guide will show you how to set up a project in Instrumentl.com—our all-time favorite grant database. We summarize the funding research decision making process. To receive full instruction and helpful templates, we encourage you to consider joining our online grant writing program, [Grant Writing: From Start to Funded](#).

We think about grant research like a funnel. At the top of the funnel are all of the opportunities Instrumentl.com will help you find. Through a decision making process, we filter those grant opportunities to identify the ones most worth your time. If you end up like Instrumentl.com as much as we do, use discount code LEARNGRANTWRITING for \$75 off your membership.

## Step 1 - Create a free account with Instrumentl.com

Let's start with the easy stuff: go to [instrumentl.com](https://instrumentl.com) and start with your name and email address. The next step is filling out a password, and you're all set up to move onto the fun part.



The screenshot shows the Instrumentl.com website. At the top left is the Instrumentl logo. The top right navigation bar includes links for "Example Grants", "About", "Testimonials", "Log in", and a yellow button labeled "Try 14 days free". The main content area features a white sign-up form with the heading "Your grant search, turbocharged" and the subtext "Private, Corporate, Federal, and State grants all in one place. Finally." The form contains input fields for "First name", "Last name", and "E-mail", followed by a yellow "Try 14 days free" button. The background of the sign-up area is a photograph of a smiling woman with her hand on her chin, looking at a laptop. Below the sign-up area, a white banner states "Over \$1 billion in active grants from funders like:" followed by logos for Amazon, The Kresge Foundation, Patagonia, MacArthur Foundation, and USDA.



## Tell Instrumentl about your organization

### Tell us about your organization

We use this information to match you with relevant grants

1. Organization 2. Project Overview 3. Project Details

#### Location of organization

**\* Where is your organization based?**  
Add the locations where your organization is based and/or registered.

I am based in the United States  
 I am based both in the United States and outside the United States  
 I am based outside the United States

**United States locations (required)**

I am based in specific counties or states in the United States  
 I am based in all 50 states in the United States

+ Add county or state

I am based in all 50 states in the United States

ANCHORAGE MUNICIPALITY, ALASKA

#### Annual operating budget

**What is your annual operating budget? (in USD)**  
This will help us find grants that better fit your organization

\$

Save and Continue

Here's the first step to finding grants tailored to you. Drill down to your location as appropriate. You can get down to the county level.

Next, you'll enter your organization's annual operating budget. This is important, because many grants are written for organizations with a specific annual operating budget. *(Example: 'We grant funding to organizations with annual operating budgets less than \$5 million' or 'Applicants must have a budget of at least \$25,000 to qualify...')*

If you don't know or don't have a budget yet, just make an educated guess.





## Fill in details about your project overview

### Let's fill out your first project

A project is like a saved search and can be as broad or as specific as you'd like

1. Organization   **2. Project Overview**   3. Project Details

\* **Project Name**  
Chugiak Bike Trails

\* **Applicant Type**  
Are you applying for grants through, or on behalf of, an organization? If yes, select all that apply.

- Nonprofit
  - College / University
  - Elementary / Secondary School or School District
  - For-Profit Business
  - Government Entity
  - Hospital / Clinic
  - Indigenous Group
  - Museum/Library/Zoo
- Faculty
- High School Student
- Masters Student
- PhD Student
- Postdoctoral Researcher
- Unaffiliated Researcher
- Undergraduate Student
- Working Professional

Are you applying for grants as an individual? If yes, select all that apply.

- Faculty
- High School Student
- Masters Student
- PhD Student
- Postdoctoral Researcher
- Unaffiliated Researcher
- Undergraduate Student
- Working Professional

Would you like to see grants specifically for faith-based organizations?

- Yes
- No

Save and Continue

Next, let's fill in some information about the project overview. It can be as broad or specific as you'd like, and you can always go back and change things later. .

**PRO TIP: Consider selecting more than one applicant type. You can partner with other organizations to maximize grant opportunities.**

Fill out the information that corresponds best with your situation. If you are applying for grants as an individual, that is also an option.





## Fill in details about your project

**Tell us about your project**  
Last step before you get your matches!

1. Organization 2. Project Overview 3. Project Details

**\* Location of project**  
Where does your project physically take place?

My project takes place in the United States  
 My project takes place in the United States and outside the United States  
 My project takes place outside the United States

**United States locations (required)**

My project takes place in specific states or counties in the U.S.  
 My project takes place in all 50 states in the United States  
 My project is national in scope in the United States

+ Add country or state

ANCHORAGE MUNICIPALITY, ALASKA

**\* Field of work**  
Choose up to 10 terms that best match the field of work for this project. Try to be as specific as possible.

BIRING COMMUNITY DEVELOPMENT & REVITALIZATION ECOTOURISM ENVIRONMENTAL STEWARDSHIP PARKS & PUBLIC SPACES  
 PEDESTRIAN & BIKE-FRIENDLY INFRASTRUCTURE PHYSICAL FITNESS RECREATION SUSTAINABILITY WELLNESS & HEALTHY LIVING

And the last step: fill out your project details. Add geographic information to catch national grants and community grants.

**PRO TIP: Select at least six keywords for best results. Think creatively here! If your results come back too broad, you can always come back and edit these.**

To get started on the keywords, press the blue <+Add> keywords.

We recommend that you first type in the keywords that come to mind naturally. The dropdown list of keywords is really, *really* long and exhausting to go through. It is easier to

first see if you can't come up with the keywords on your own.

As you think about key words, get creative. Think about the maximum potential of your project.

**Example:** If you're building bike trails, will there also be youth camps? Will you focus on sustainable and environmental practices within it? Does it have a positive impact on the community at large?

If you're creating public art, does its theme provide commentary or encompass any keywords? Will you be holding workshops while building it, or inviting the community or youth to participate in any stages of it? If so, you just found several new keywords to use.

**Plants (optional)**  
If your project is restricted to a particular plant, enter it here. If your project is not restricted by plant, leave this empty.

+ Select plants

**Animals (optional)**  
If your project is restricted to a particular animal, enter it here. If your project is not restricted by animal, leave this empty.

+ Select animals

**Ecosystem (optional)**  
If your project is restricted to a particular ecosystem, enter it here. If your project is not restricted by ecosystem, leave this empty.

+ Select ecosystems

If you are working with an environmental project that affects a certain kind of plant, animal or ecosystem, make sure to include it here. You wouldn't believe how many specialized organizations that fund projects to further their missions!



**What size grants are you looking for (in USD)?**  
Show me grants between...

\$1000 and \$100k

**What will you use the funds for? (Select all that apply.)**  
Ideal for nonprofits:

- Education / Outreach
- Exhibitions
- Project / Program
- General Operating Expense
- Capital Project
- Training / Capacity Building

Ideal for academic researchers:

- Research
- Fellowship
- Scholarship
- Conference

[Save and Exit](#)

The last step for filling out your project is to give a baseline idea of financials, starting with what sized grants you are seeking.

**PRO TIP: Set a minimum so you don't have to filter through the super-tiny grants**

What will you use the funds for? Many grantors have specific things they will invest in.

**PRO TIP: Select multiple funding uses to maximize your opportunity findings.**

**We found 178 grants for you!**

<b>105</b> Foundation grants	<b>61</b> Corporate grants	<b>5</b> Government grants
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**NEW** When we find new grants we'll add them here

[Let's go](#)

**ike Trails**  
pedestrian & bike-friendly infrastr

Tracker (0) Matches

**Matches (178)**

Filter Search

1 of 178 matches

**ity Change Micro Grants**  
walks

erman Foundation Rosin Fund...  
mental Program Grant  
man Foundation

ent: Climate Change Strategy Rolling More than US \$25,000

Location of project: United States  
Location of residency: United States

About this funder:

**WHEW! NOW IT'S TIME TO ROCK AND ROLL!!**

## Step 2 - Filter from 100+ grants to about 20.

For this round, you will move quickly to assess the grant opportunities. Do not waste a bunch of time looking at them closely! This is the “first cut,” and if you are mildly interested, just click “Interested” and you can review more closely later.

Filter these opportunities by the funder’s giving priorities, eligibility for your project idea, and their funding history.

## Step 3 - Of the 20+ grants you think have some promise, now identify the top 2-5 worth pursuing.

This is the most time consuming and tricky part of the entire process! In this round, you are finalizing your list of grant pursuits. Filter them by their competitiveness, your eligibility as an applicant, and feedback from your discussion with the funder.

Remember our rule on competitiveness! Seek opportunities with at least a 20% chance of getting funded. You calculate that by dividing the # of awards by the total # of applicants. You will likely need to email or call the funder to find out how many applicants applied.

## Step 4 - Develop an actionable and supported *Funding Strategy* to guide which grants your organization pursues.

A *Funding Strategy* is your plan to fund your ENTIRE project or program. It is a roadmap to focus organizational resources and is most effective when supported by leadership. Our *Funding Strategy* template suggests preparing a 2-3 page memo that provides an overview of the project, next steps, funding sources to pursue, timeline for action, and closing remarks.

## Learn a step by step approach to this process

Click [here for a notification](#) the next time *Grant Writing: From Start to Funded* opens for registration. We open the program only a few times a year!

## Discount for Instrumentl.com

Set up a free trial with Instrumentl.com to research grants, review 990 forms, and hire grant writers. If you end up buying a subscription, use discount code **LEARNGRANTWRITING** for \$75 off!