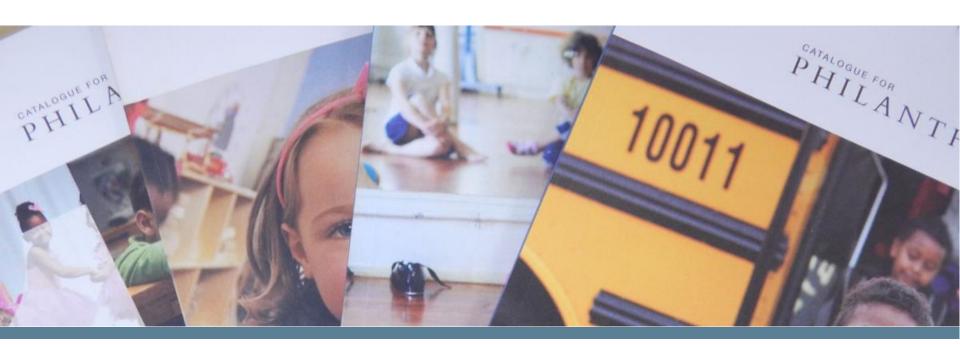


# **Catalogue Application 101**

How and Why to Apply to the Catalogue



- 1 Who is CFP?
  - 2 Why apply to CFP?
    - 3 Overview of the Application
      - 4 Getting Started
        - 5 Narrative and Financials
          - 6 Questions



# Who is CFP?



Started in 2003



Raised over \$40 million for nonprofit partners



900+ participants in Catalogue workshops



# How CFP Can Help

#### Raise Your Visibility



#### **Print Catalogue**

Annual printed guide to giving that is sent to over 30,000 regional households and foundations



#### **Online Giving Portal**

Part of CFP website that gets 25,000 monthly visits; hosts your profile and accepts donations on your behalf



#### Social Media Support and Amplification

CFP staff can like and support your social media work leading to bigger and more engaged audience



#### **CFP Blog**

Read by 4,000 monthly visits, great way to publish content about your work that you can also link to elsewhere

#### **Build Your Capacity**



#### Core Curriculum

Required set of four workshops focused on the fundamental parts of development work



#### **Elective Workshops**

2+ workshops a month on development, communications, volunteer management, evaluation, and board engagement



#### Know Your Neighborhood

Collaboration meetings between nonprofits that are based in, or serve in, similar geographic areas



#### Targeted Campaigns

Social and print media campaigns throughout the year including Giving Tuesday, Back to School, etc.



# © 2017 Catalogue for Philanthropy: Greater Washington

# **2018 Application Timeline**

#### Application Season is Right Around the Corner

### January-February

Applications are accepted

### March-April

Application review of programs and financials

## Mid-April

Site visits (if needed)

#### Mid-May

Final decisions and notifications

#### Summer

Opportunity for customized feedback

#### November 1st

2018 Catalogue launches!



# **2018 Application Overview**

#### **Competitive Application Process**

- 1 Long-term Partner: Partnership is for four years (2018–22)
- 2 Competitive: 200+ organizations will apply
- Expert Review: All applications will be reviewed by members of our 120+ expert community
- **Due Date:** Applications due Wednesday, February 28<sup>th</sup> at 11:59pm
- More Info: Online application and materials at <a href="https://www.cfp-dc.org/apply">www.cfp-dc.org/apply</a>



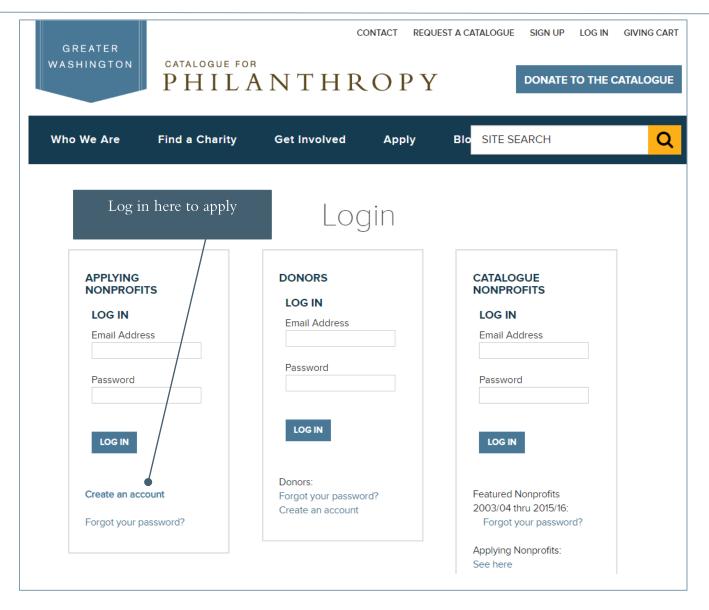
# Who Should Apply?

#### Any local nonprofit with specific budget

- 1 Registered 501(C)3
- 2 Budget: Between \$100,000 and \$3 million
- Service Area: Serve people and communities of Greater Washington, and have local headquarters
- New: Cannot apply if accepted into print Catalogue in 2015, 2016, or 2017



# **Application Logistics: Create an Account**





# © 2017 Catalogue for Philanthropy: Greater Washington

# **Three Parts of the Application**

### **Tell Us Your Story**



Basic organizational information



Organizational narrative about impact



Basic financial information and forms



# © 2017 Catalogue for Philanthropy: Greater Washington

# **Completing the Narrative**

#### Tell Us Your Story and Impact

- 1 Basic Organizational Information
- **Section 1:** Who are you?
- Section 2: What do you do?
- 4 Section 3: What is your capacity?
- 5 Section 4: Current or past CFP partners
- 6 Wish List: What do you need?

What is your local impact?

What makes your program or approach to work interesting?

What is your background or experience with individual donors?

What are your goals for the Catalogue partnership?

What is the story of your finances and organizational structure?

Remember your audience!

# 2017 Catalogue for Philanthropy: Greater Washington

### A Quick Look at Financials

Audited statements are NOT required

Internal financial statements = budget v. actuals

Browse and upload financial documents required for the application

(Note, you may upload documents one by one as you collect them and your progress will be saved. Just be sure to press "Upload" after each one. <u>Details about the documents requested can be found HERE (Opens in New Window)</u> .)  Last Updated: 2017-01-17 11:13:20	
Name	Org name First, we need to know who you are. Who is uploading this financial information?
Title	
Email address	
Phone number	
Fiscal Year End (mm/dd/yyyy)	
Is your organization a local branch or affiliate of a national organization for which the national organization files a 990 and supplies an audit?	○ Yes ● No
1. Proof of 501(c)(3) status <u>More Info</u>	1. Choose File No file chosen 2. Upload
2. IRS Form 990/990EZ More Info	1. Choose File No file chosen 2. Upload

PART III: UPLOAD FINANCIAL DOCUMENTS



# Questions?

Email Matt (mgayer@cfp-dc.org) if you need any help!