

GREATER
WASHINGTON

CATALOGUE FOR
PHILANTHROPY

Catalogue Application 101

How and Why to Apply to the Catalogue



Today's Agenda

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.

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
- 3 Expert Review:** All applications will be reviewed by members of our 120+ expert community
- 4 Due Date:** Applications due Wednesday, February 28th at 11:59pm
- 5 More Info:** Online application and materials at www.cfp-dc.org/apply



Who Should Apply?

Any local nonprofit with specific budget

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

Application Logistics: Create an Account

GREATER WASHINGTON CATALOGUE FOR PHILANTHROPY

CONTACT REQUEST A CATALOGUE SIGN UP LOG IN GIVING CART

DONATE TO THE CATALOGUE

Who We Are Find a Charity Get Involved Apply Blog SITE SEARCH

Log in here to apply

Login

APPLYING NONPROFITS

LOG IN

Email Address

Password

LOG IN

[Create an account](#)

[Forgot your password?](#)

DONORS

LOG IN

Email Address

Password

LOG IN

Donors:
[Forgot your password?](#)
[Create an account](#)

CATALOGUE NONPROFITS

LOG IN

Email Address

Password

LOG IN

Featured Nonprofits
2003/04 thru 2015/16:
[Forgot your password?](#)

Applying Nonprofits:
[See here](#)



Three Parts of the Application

Tell Us Your Story



Basic organizational
information



Organizational narrative
about impact



Basic financial information
and forms

Completing the Narrative

Tell Us Your Story and Impact

- 1 **Basic Organizational Information**
- 2 **Section 1:** Who are you?
- 3 **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?

Helpful Hints

Make Your Narrative Unique and Compelling

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!

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

PART III: UPLOAD FINANCIAL DOCUMENTS

(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. [Details about the documents requested can be found HERE \(Opens in New Window\).](#))

Last Updated: 2017-01-17 11:13:20

Name	<input type="text" value="Org name"/> First, we need to know who you are. Who is uploading this financial information?
Title	<input type="text"/>
Email address	<input type="text"/>
Phone number	<input type="text"/>
Fiscal Year End (mm/dd/yyyy)	<input type="text"/>
Is your organization a local branch or affiliate of a national organization for which the national organization files a 990 and supplies an audit?	<input type="radio"/> Yes <input checked="" type="radio"/> No
1. Proof of 501(c)(3) status More Info...	1. <input type="button" value="Choose File"/> No file chosen 2. <input type="button" value="Upload"/>
2. IRS Form 990/990EZ More Info...	1. <input type="button" value="Choose File"/> No file chosen 2. <input type="button" value="Upload"/>

Questions?

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

