

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.

2019 Application Timeline

Application Season is Here!

<p>February 11th</p> <p>Applications are due</p>	<p>March–April</p> <p>Application review of programs and financials</p>	<p>Mid–April</p> <p>Site visits (if needed)</p>
<p>Mid–May</p> <p>Final decisions and notifications</p>	<p>Summer</p> <p>Opportunity for customized feedback</p>	<p>November 1st</p> <p>2019 Catalogue launches!</p>

2019 Application Overview

Competitive Application Process

- 1 **Long-term Partner:** Partnership is for four years (2019-23)
- 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 Monday, February 11th 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 \$4 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 2016, 2017, or 2018

Application Logistics: Create an Account



Apply to the Catalogue for Philanthropy

Log in here to apply

WHO WE ARE: AN OVERVIEW

The mission of the Catalogue for Philanthropy: Greater Washington is to create strong and vibrant communities by connecting caring citizens with worthy community causes. For donors, this means we take the guesswork out of giving by

QUICK LINKS

[Apply Here](#)

[Application Guidelines, Instructions and Workshops](#)



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 Narrative Section 1: Who are you?
- 3 Narrative Section 2: What do you do?
- 4 Narrative Section 3: What is your capacity?
- 5 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

2019-2020 Catalogue Application

Basic Information

1. Organization Information
2. Executive Director/Head of Organization
- ✓ 3. Contact Person for this Application
4. Board Chair
5. Catalogue History
6. Additional Information
7. Quick Facts

Narrative

8. Who Are You?
9. What Do You Do?
10. Your Capacity

Financial Uploads

Fiscal Year End (mm/dd/yy) *

Is your organization a local branch or affiliate of a national organization for which the national organization files a 990 and supplies an audit? *

Please note: If you are a local branch or affiliate of a national organization supplying an audit, you will also need to submit internal financial statements for the local entity. Please make sure to provide this additional information for each instance in which you submit national information.

Yes

No

A. Proof of 501(c)(3) status *

Copy of IRS 501(c)(3) determination letter.

No file chosen

Questions?

Email Elyse (enelson@cfp-dc.org) if you need any help!

