

GROW

FRAMEWORK

In the realm of community service, the power to effect lasting change lies within dedicated nonprofit organizations. However, this potential often requires a catalyst – funding. This white paper introduces the **G.R.O.W.** Framework, a comprehensive approach developed by Relevant Connections, designed to empower grassroots nonprofit organizations in securing grants. By following this strategic path, organizations can not only elevate their initiatives but also attract the funding required to transform their communities.

GROW FRAMEWORK



GOAL SETTING

Understand the essence of your organization. Identify what you're already doing or have a passion for. This foundational step paves the way for authenticity in your efforts.



REFINE

Refine your programs and services, aligning them with funders' criteria. This ensures that your initiatives are well-structured, measurable, and purpose-driven.



OPPORTUNITIES

Navigate the intricate grant landscape with precision. Discover funding avenues that align with your mission and goals. Extend your reach strategically. Identify "low hanging fruit" grants that offer a higher chance of success. Engage with potential funders and stakeholders to foster lasting relationships.



WRITE TO WIN

Craft persuasive grant proposals that mirror your dedication. These proposals should artfully articulate the significance of your initiatives, backed by compelling data and stories of impact. Captivate stakeholders and funders through your narrative. Imbue your story with passion and purpose, demonstrating the genuine impact you're making in the community.

The **G.R.O.W.** framework serves as a guiding light for nonprofit organizations seeking to secure the funds necessary for community transformation. By grounding efforts in authenticity, refining programs to meet funders' requirements, identifying opportunities, and masterfully telling your story, you are not only acquiring grants but also nurturing relationships that will sustain your mission for years to come.

In essence, **G.R.O.W.** is more than a method; it's a journey toward realizing the potential of your organization. When you G.R.O.W., your community thrives, and the ripple effects of your positive actions are felt far and wide. Let the G.R.O.W. Framework be your roadmap to a brighter future, one grant at a time.



G - Goal Setting

- Identify what clients are already doing or have a passion for.
- Lay the groundwork by assessing their current programs and services.
- Determine their ultimate goal and align it with their passion and expertise.



R - Refine

- Refine the programs/services to meet funders' requirements.
- Develop a structured approach that aligns with the organization's mission and goals.
- Ensure the programs/services are well-defined, measurable, and impactful.



O - Opportunities

- Navigate the grant landscape to find funding opportunities that align with the organization's mission and goals.
- Identify "low hanging fruit" grants that have a higher probability of success.
- Conduct strategic outreach to potential funders and stakeholders to maximize opportunities.



W - Write To Win

- Craft a compelling story that effectively communicates the need and impact of the nonprofit organization.
- Strengthen the organization's narrative to engage stakeholders and funders.
- Assist in creating persuasive grant proposals and budgets that accurately represent the costs of programs and services.

By following the **G.R.O.W.** Framework, Relevant Connections helps clients lay the groundwork, refine their programs/services, identify funding opportunities, and create compelling narratives to increase their chances of winning grants.