

Submittable

Improve Equity with #FixTheForm

Agenda

- Introduction
- Quick poll
- #FixTheForm overview and real life examples
- Lessons and next steps: Q&A with Sam and Kari
 - Q&A/live form assessments
 - Resources
 - Survey

GrantAdvisor.org



GrantAdvisor

FUNDER PROFILES

WRITE A REVIEW

FAQ

ABOUT US

NEWS & RESOURCES

CONTACT



Honest feedback
you won't find
anywhere else!

100%

Mary's Pence - 📍 Saint Paul, MN - 22 Survey Respondents

"They are very responsive to new funders. They will meet with you to help explain who they are and what their guidelines are and due dates. They have b"

[Read More](#)

Write a Review

84%

Otto Bremer Trust - 📍 Saint Paul, MN - 43 Survey Respondents

"After reading the other comments here, it seems your experience may vary greatly depending on who you get as a rep. I will say that I've had two d"

[Read More](#)

Write a Review

100%

Pohlad Family Foundation - 📍 Minneapolis, MN - 13 Survey Respondents

"The program officers with whom we worked are exceptionally collaborative. It didn't feel like they were making us jump through hoops to get fundin"

[Read More](#)

Write a Review



GrantAdvisor

Individual Profiles with Specific Insights

Mcknight Foundation

Location: 710 South Second Street, Minneapolis, 55401 MN

EIN: 41-0754835

[Write a Review](#)

Overview



93%



7%

What was the overall relationship with the funder?



93%



7%

How would you rate this funder's accessibility?

How many hours did the grant application process take?

18
hours

MEDIAN

Less than 5

5 to 10 hours

10 to 15 hours

More than 15

6

1

7



100%



0%

How successfully do you think the funder is accomplishing its current philanthropic goals?

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2,500 Reviews Reveal Key Themes...

1. Grantmaking processes may have unintentional impacts



"Technology is neither good nor bad; nor is it neutral."
-Melvin Kranzberg's first law of technology

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2,500 Reviews Reveal Key Themes...

2. Small changes can result in big outcomes: 20-30% of nonprofits' time lost on 'technical time-wasters'



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2,500 Reviews Reveal Key Themes...

3. Those most impacted by the systems have solutions BUT it's hard to give feedback to someone you're asking for money from



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So... we were thinking...

What can we do about this?

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Hey grant folks, let's #FixTheForm!

What is this? A brief survey to identify top pain points in grant applications, to influence funders to change.

Why now? 2020 has brought epic disruptions to our ways of being and doing, with special attention on power differentials and systems that perpetuate inequities. Grantmaking systems have the potential to increase access or create barriers to crucial resources. Small changes (ie. eliminate word limits!) can have big impacts (reduced tech barriers and time costs, increasing the likelihood that smaller, resource-limited charities can and will apply). Let's use this window of opportunity to work together to learn and do better.

Why you? As a fundraiser, you are the community most impacted by how grant applications are designed. Your experience and voice have power. The grantmaking community is ready to hear your feedback.

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1. 1. Please pick up to 3 pain points and how much they impact you:

Mark only one oval per row.

	1 - needed a cup of tea after	2 - mildly annoyed	3 - vented to a colleague	4 - had a little cry	5 - considered changing my profession
word/character limits in online forms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
unclear eligibility requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
requiring information that's already publicly available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
forms that you can't save and return to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
not being able to see the full application ahead of time (ie. surprise pop-up questions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
not having the application in an easy to edit and share document	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Who Replied

500
Grantseekers
in Nine
Countries



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#FixTheForm Results

Equity

- "For many organizations, especially ones that are Black- or Brown-led and far more likely to be chronically under-funded, these are particularly harmful [practices]"

Effectiveness

- "These changes will really help us be able to spend less time and money on form filling and more on the causes and people we support"

Efficiency

- "I have literally lost hundreds of hours to troubleshooting and navigating poorly designed grant applications and portals"



#FixTheForm Results

500 grant professionals in nine countries
said:

1. Not being able to see full applications ahead of time
2. Time taken to apply is disproportionate to funding awarded
3. Forms that can't be saved and returned to

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Specific Example

Arts and Education Council PNC Program Grant Application

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What's Working

Nonprofits can see the full application ahead of time!



2021 Arts and Education Council PNC Program Grant Application

Please Refer to the PNC Program Grant Guidelines for Details on Preparing This Application

Organizational Profile

Name of Organization *

Contact Person *

Job Title *

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#FixTheForm Full Results



What's Working

Nonprofits can upload their own templates!

Supporting Documents

Please Attach the Following: Financial Statements, W-9, Organization Logo, and Program Budget with Justification (*.pdf, *.jpg, *.mp4, *.mov, *.mp3)

Last Year's (2020) Actual Income Statement *

Choose File

(maximum size 300MB)

Last Year's Balance Sheet *

Choose File

Current Year's (2021) Board Approved Budget *

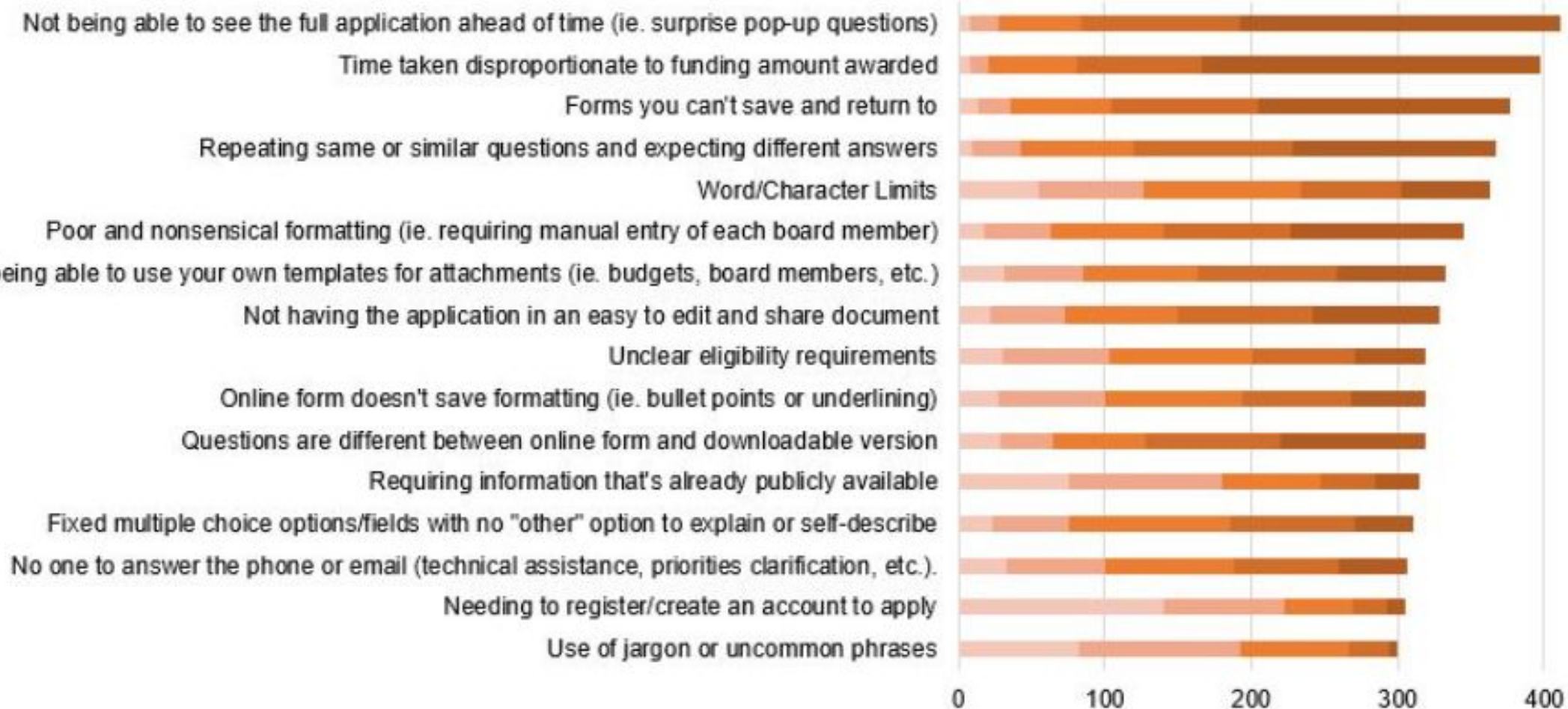
Choose File

Detailed Program Budget and Program Budget Justification *

Choose File

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1 2 3 4 5

1-Least Negative Impact, 5-Greatest Negative Impact

What's Working

Form provides "Other" option

Board Demographics

Below Please Enter Percentage of Ethnic/Racial Makeup of Board Members. If You Don't Have Any Members of a Particular Category, Please Enter Zero (0).

African-American /Black

Caucasian /White

Latino/Chicano/Hispanic/Latinx

Asian

Native American

Native Hawaiian/Pacific Islander



Other

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What's Painful



16
characters over
the limit



Change
"transformational
impact"
to "outcome"

How Will the Program be Implemented?
(programs) *

A screenshot of a web form. It features a large, empty rectangular text input area. To the right of the input area is a vertical scrollbar. Below the input area is a horizontal scrollbar. At the bottom of the form, there is a word count label that reads "Word Count: 0 / 300".

Word Count: 0 / 300

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What's Painful

- Non-standardized demographic categories
- % vs. whole #
- Potentially publicly available info

Board Demographics

Below Please Enter Percentage of Ethnic/Racial Makeup of Board Members. If You Don't Have Any Members of a Particular Category, Please Enter Zero (0).

African-American /Black

Caucasian /White

Latino/Chicano/Hispanic/Latinx

Asian

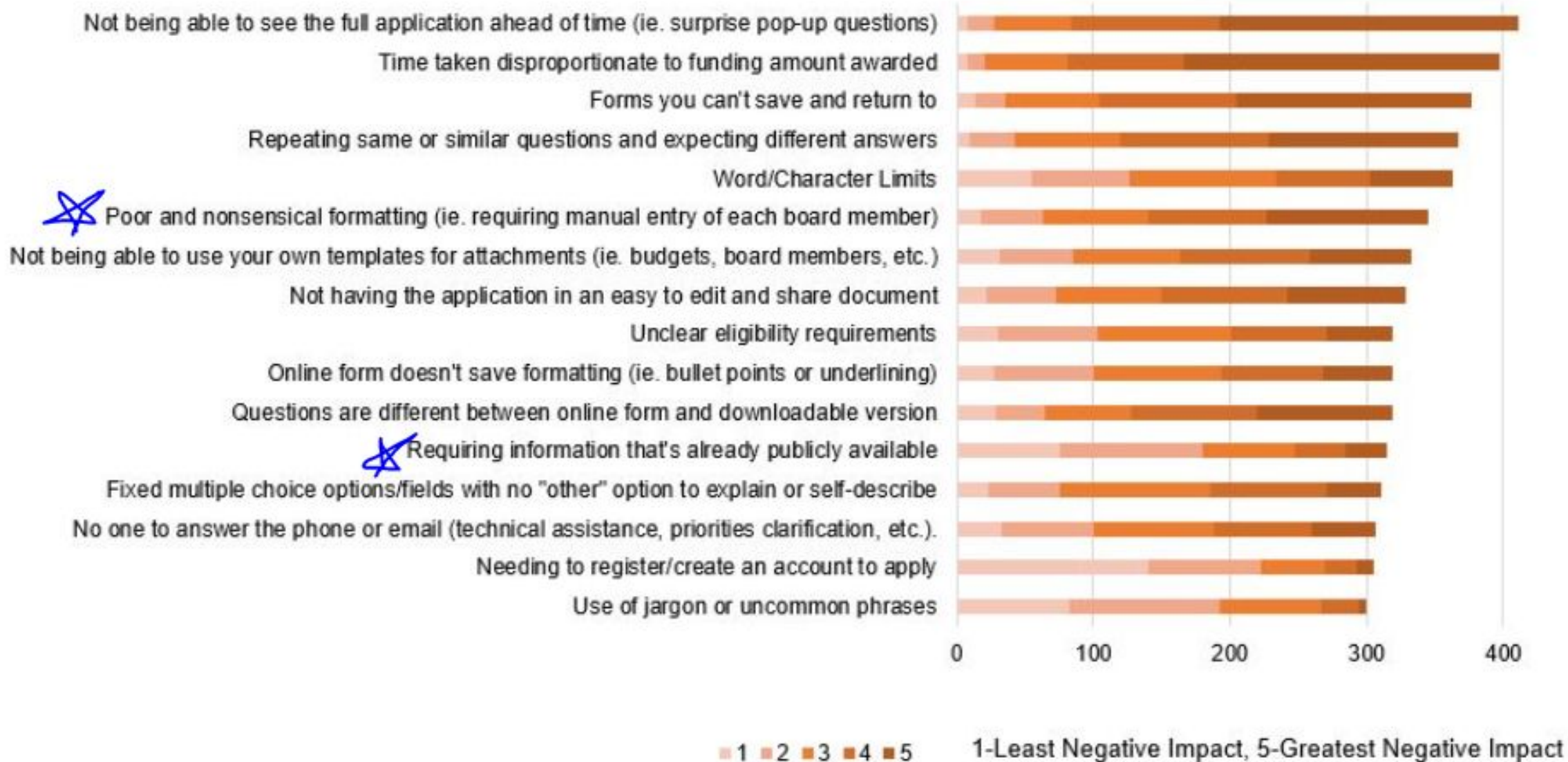
Native American

Native Hawaiian/Pacific Islander

Other

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What's Painful

Evaluation

Explain in detail how the impact of the proposed program will be measured, and documented. *

A rectangular text input field with a light gray border. On the right side, there are three small square buttons stacked vertically, each containing a different icon (up arrow, down arrow, and a circular arrow). At the bottom left, there are two small square buttons, each containing a different icon (left arrow and right arrow).

Word Count: 0 / 300

What Are the Goals/Objectives for the Proposed Program? *

A rectangular text input field with a light gray border. On the right side, there are three small square buttons stacked vertically, each containing a different icon (up arrow, down arrow, and a circular arrow). At the bottom left, there are two small square buttons, each containing a different icon (left arrow and right arrow).

Word Count: 0 / 300

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100 Forms in 100 Days



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THE ASK:

1. Create an editable, downloadable version of application (Word is preferred)
2. Make it available on publicly accessible website - - crucial first step

Outcomes:

- 133 forms shared
 - Increase accessibility & transparency of grant funding
 - Increase funder awareness of grantee experience
 - Inspire process improvements, simplification, streamlining
- Field Building: Analysis showed grant applications have 39% similarity

Opportunities Facing the Field

1. Equity in Philanthropy – Role of grantmaking processes
2. Effectiveness & Efficiency – Small changes to grant application & report forms can build a more effective nonprofit sector
3. No data, No Justice! The power of standardized, expanded demographic data in research and advocacy for the field

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Wrap Up

Thank you!

Special thank you to Arts and Education Council
PNC Program Grant Application

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Forms getting it right

- **Pain point: No one to answer the phone or email (technical assistance, priorities clarification, etc.)**
 - Example: Robert W. Deutsch Foundation
- **Pain point: Unclear eligibility requirements**
 - Example: Native Arts and Cultures Foundation
- **Pain point: Not being able to use your own templates for attachments (e.g., budgets, board members, etc.)**
 - Example: Documentary Heritage and Preservation Services for New York
- **Pain point: Time taken disproportionate to funding amount awarded**
 - Example: Fund for Public Education, Teton County, Wyoming

Resources

- **#FixTheForm**
 - <http://blog.grantadvisor.org/fixtheform/>
- **GrantAdvisor.org:** Register as a funder on GrantAdvisor and start using your foundation's custom survey link to gather community feedback today. It's free, and the platform has proven to leverage the power of community voices to enact impactful change.
 - Your foundation's custom survey link is: <https://grantadvisor.org/survey.php?ein=xx-xxxxxx> (example ein=47-0834133)
 - Register as a reviewer on GrantAdvisor: <https://grantadvisor.org/register/reviewer.php>
 - Grant Application self-assessment : <https://forms.gle/pqs5AY5nKMfs4P6K7>

Resources

- **Impact Audio:** Impact Audio features short conversations (and a few longer ones) with social impact experts and practitioners. We cover the world of philanthropy, nonprofits, corporate citizenship, and social change.
 - submittable.com/impact-audio/
- **Choosing a Grant Management Software to Help You #FixTheForm**
 - blog.submittable.com
- **So. Much. More!** → submittable.com/resources/

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