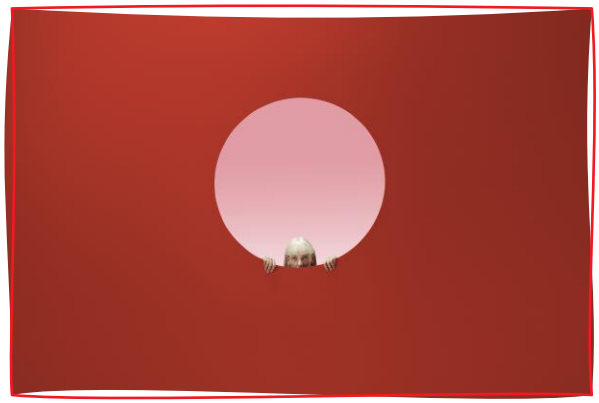


Strategic Grant Seeking

MOTIVATE MONDAY: SEPTEMBER 14, 2026

1

HayDay Services

Home of Grant Writing HayDay & the Fundraising HayDay Podcast

Kimberly Hays de Muga & Amanda Day – speakers, coaches, trainers, podcasters

- Combined 55+ years of grant & fundraising experience
- Grant Professional Certified (GPC)
- International Grant Trainers – more than 20,000 students
- Leadership at board levels: Grant Professionals Association (GPA), Grant Professionals Certification Institute (GPCI), Grant Professionals Foundation (GPF), and Georgia GPA chapter
- Amanda (2024) & Kimberly (2026) Grant Professionals Class of Distinguished Fellows

2

Identifying Grant Seeking Priorities Before You Start Searching for Grants

- Program Type
- Purpose
- Geographic Area(s)
- Other Factors

3

FUNDER TYPE COMPARISONS

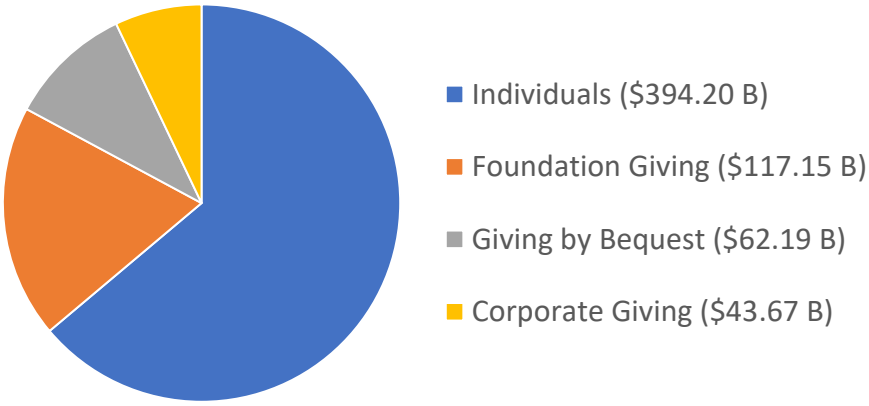
	PRIVATE FUNDING	PUBLIC FUNDING
TOTAL GIVING	$160.82 Billion (2025 Foundation and Corporate Giving)	$1.2 Trillion (Fiscal Year 2025 Federal Grant & Cooperative Agreement Obligations)
GUIDELINES	Sometimes none at all	Typically, very detailed
SCOPE OF PROGRAMS FUNDED	Can be single programs/projects for small- to medium-sized nonprofits	Often requires large service areas or regional reach
APPLICATION SIZE	Often shorter character/word/page limits	Complex portal with 10+ pages of narrative and multiple attachments
AWARD SIZE	Typically, six figures or less	Often six figures or more
COMMUNICATION WITH FUNDER	Varies from non-existent to required site visit and relationship building	Typically, a dedicated person you can call or email
MANAGEMENT REQUIREMENTS	Varies, but typically not as complicated or as often	Multiple and frequent financial and outcomes reporting
FEEDBACK ON APPLICATIONS	Often no feedback provided	Feedback provided on request

4

Foundation and Corporate Funding

5

2025 Charitable Giving Statistics
Total Giving = $617.20 Billion



Source: Giving USA

6

Foundation/Corporate Funding Products, Part 1

1.Foundation Directory Online (access for free through Funding Information Network) - https://candid.org/find-us/; (use for free for one year if your agency's eligible) - https://help.candid.org/s/article/Go-for-the-Gold

2.Instrumentl - 14-day trial at no cost – https://instrumentl.com/?aff=hayday

3. GrantGuru – new to the market - https://grantguru.com/us - use code HAYDAY963 for 20% off your subscription

7

Foundation/Corporate Funding Products, Part 2

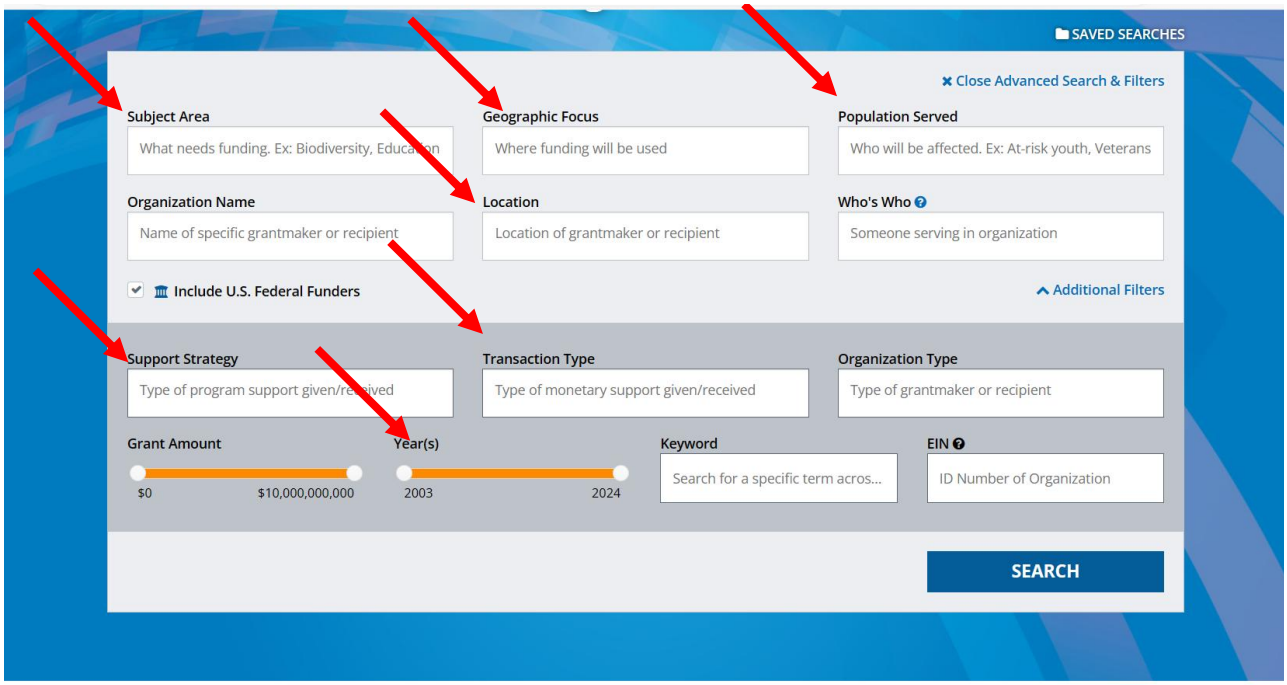
4. Guidestar - can access limited data at no cost – https://www.guidestar.org/

5. IRS Website – https://apps.irs.gov/app/eos

6. GrantStation - free with Grant Professionals Association membership - https://grantstation.com

7. Grantmakers IO – free, but only searches by name of funder - https://www.grantmakers.io/search/grants/

8



9

Federal Funding

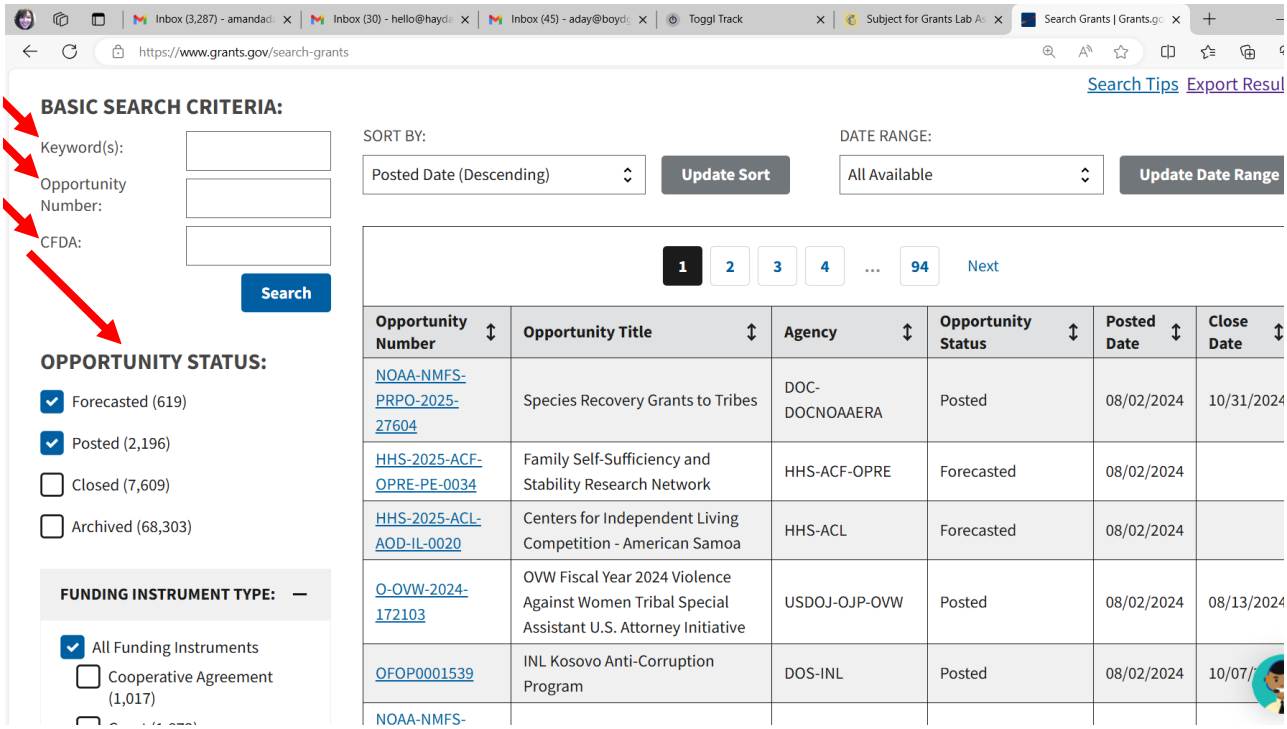
10

Federal Department Websites (Remember They All Have Sub-Departments)

- Department of Health and Human Services
- Department of Defense
- Department of Labor
- Department of Agriculture
- Department of Veterans Affairs
- Department of Interior
- Department of Transportation
- Department of Justice
- ~~Department of Education~~
- Department of Housing and Urban Development
- Department of Homeland Security
- Department of Energy
- Department of Treasury
- Department of State
- Department of Commerce

https://www.grants.gov/learn-grants/grant-making-agencies/
https://www.federalpay.org/departments

11



12

Don't Forget State and Local Government Agencies

- States (Departments Vary from State to State)
- Counties
- Cities / Towns / Villages
- Regional Development Centers / Councils of Government

NOTE: Often, no one central database, must check website by website

13

Go / No Go Guide

Eligibility vs. Competitiveness

Check out the go/no go guide

14

Free resources!

Find all 3 on our homepage:

https://haydayservices.com

Check out our on-demand audio courses for grant writing and grant management:
https://haydayservices.com/shop
Use code MMGROW26 for 25% off all courses through December 31, 2026.

15

Where to find us!

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16