



COMMON GRANT APPLICATION  
Simplifying the Art & Science of Giving®

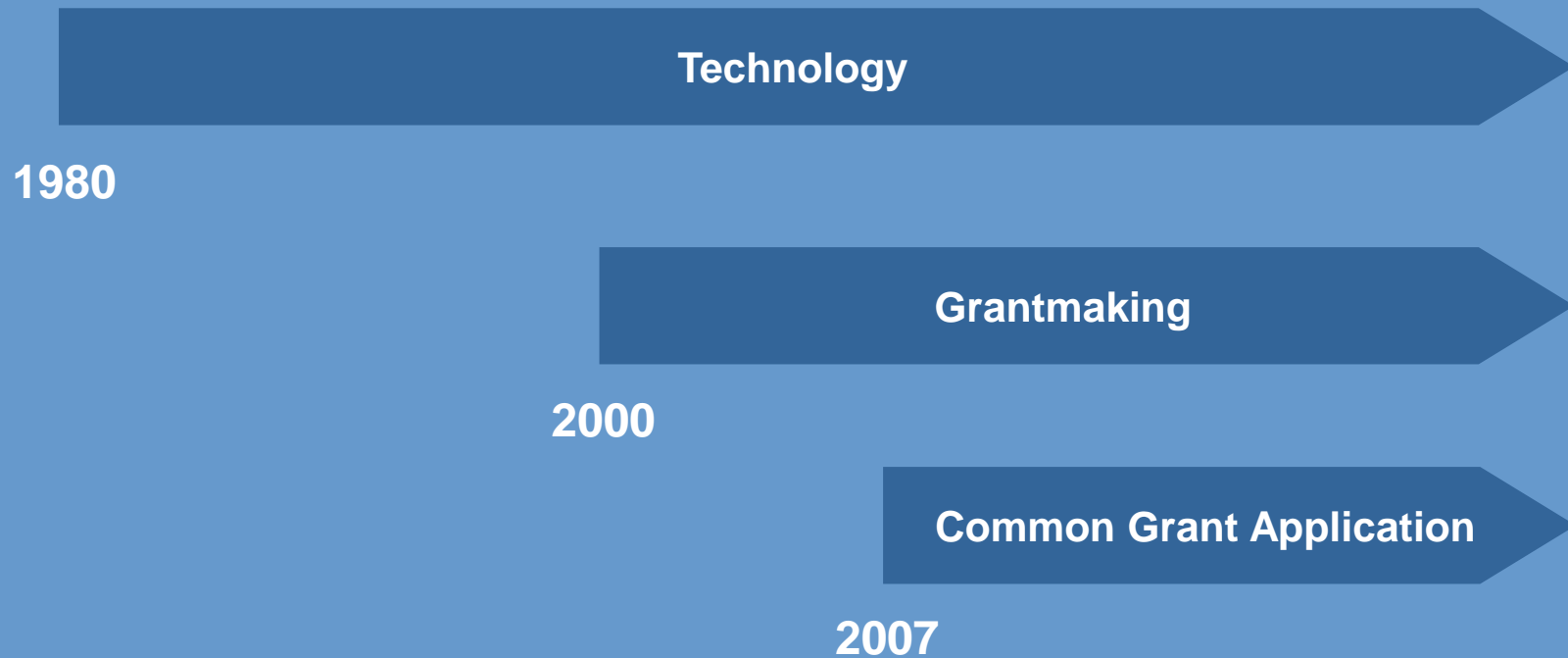
# “How to use the Common Grant Application”

[www.commongrantapplication.com](http://www.commongrantapplication.com)

# Agenda

- Overview
- Demonstration
- Support
- Questions and Answers

# Our Path



You will find as you look back on your life, that the moments that stand out are the moments when you have done things for others.” - Henry Drummond

# Philanthropy

- **Game board**



- **Game pieces**



**People**



**Data, information,  
knowledge, experience**



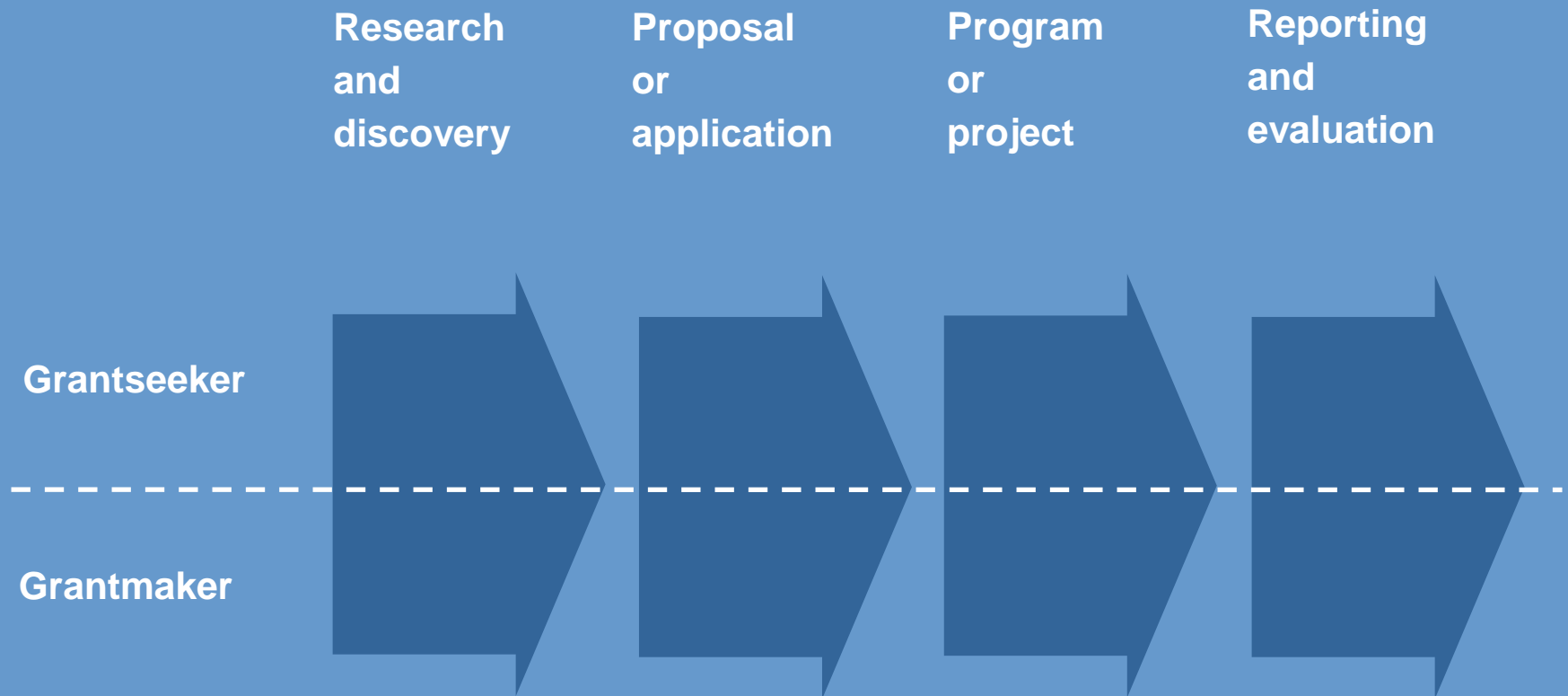
**Technology**



**Capital**

- **End of game**
  - Fill needs
  - Fix problems
  - Change views, values or beliefs
- **Rules, Constraints, Boundaries**
  - Non persistent
  - Context sensitive
- **Strategy**
  - Competitive and/or cooperative
- **Playing time**
  - Indeterminate
  - Intragenerational or intergenerational

# Grantmaking process

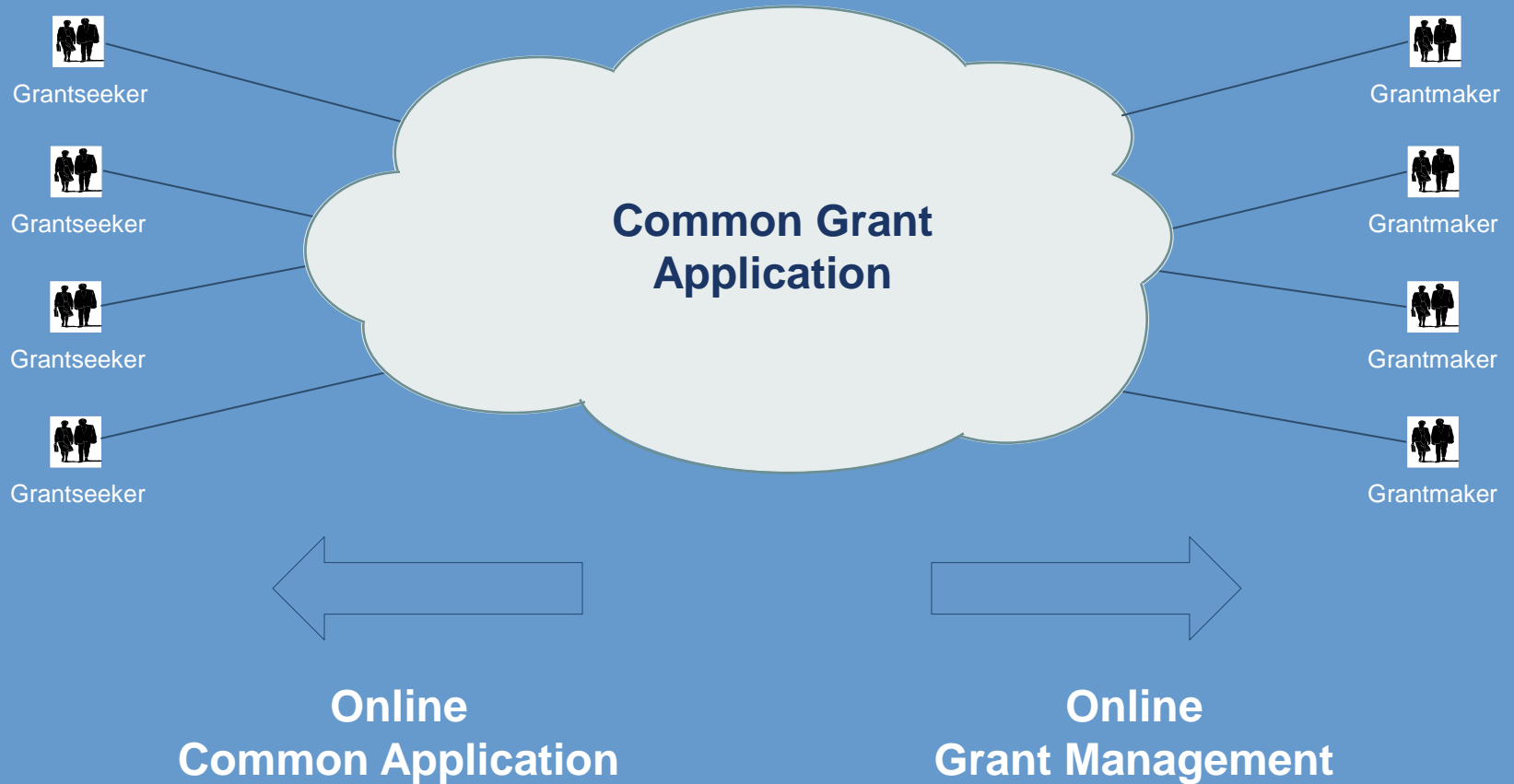


# Our Vision

**“To simplify the art & science of giving”**

- Simple
- Flexible
- Scalable
- Collaborative
- Open
- Affordable

# Our Solution



# Grantseekers

- Online common application
- Submit LOIs, applications and documents online
- Manage grant agreements and grant reports online
- Maintain and re-use information and documents
- Manage communications
- Review real-time status updates
- Private, secure and reliable
- Easy to learn and use
- Convenient access
- Less burden
- Easier to find and research grantmakers
- Improves responsiveness
- Improves transparency



# Usage

## Grantseeker Interest

- **Unique visitors: 43,440**
- **Visits: 63,447**
- **Page views: 499,217**
- **Countries: 179**
- **Sources: 35% search engines, 50% referring sites, 15% direct traffic**

## Users

- **Applications: 1044**
- **Applications made within 5 days of deadline: > 50%**
- **Words of descriptive text in applications: > 1 million**
- **Documents uploaded: > 2100**
- **Re-used applications: > 5%**
- **Peak day – page views: 15,918, average session time: 22 minutes**

(Google Analytics and internal Measurements for period  
Feb 1, 2010 – Jan 31, 2011)

# Terminology

| <b>Common Grant Application</b> | <b>Equivalent term(s)</b>                       |
|---------------------------------|---|
| Grantmaker                      | Grantor, foundation, funder                     |
| Grantseeker                     | Grantee, NGO, non-profit                        |
| Grantmaker program              | Program   |
| Grantseeker program             | Program, project, initiative                    |
| LOI                             | Letter of Inquiry, Letter of Intent             |
| Application                     | Grant application, grant proposal, proposal     |
| Grant                           | Grant   |
| Report                          | Grant report, evaluation report, outcome report |
| Custom report                   | Report, database report                         |
| Application status              | State, status                                   |
| Standard questions              | Application questions                           |
| Supplemental questions          | Custom questions, additional questions          |

# How to...

- How to open an account (register and login).
- How to build and submit an application (step by step).
- How to review and change other account information.
- How to review the status of an application or grant.
- How to ask a question, offer a suggestion, get support.

# Demonstration

**COMMON GRANT APPLICATION**  
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PROFILE | SETTINGS | MESSAGES | HELP

Logged in as: Administrator (LOGOUT)

DASHBOARD | LOIS | APPLICATIONS | GRANTS | REPORTS | GRANTSEEKERS

| LOIs        | Applications | Grants               |
|-------------|--------------|----------------------|
|             |              |                      |
| Review: 0   | Review: 3    | Add Payment: 1       |
| Evaluate: 0 | Evaluate: 0  | Review Agreements: 0 |
|             |              | Review Reports:      |

**Quick Actions**

**System Summary**

- Billing: Disabled
- Settings: Okay
- Profile: Not Published
- Organization: Okay
- Programs: Grant Cycle Closed

**Recent Messages (0 Unread)** [All Messages](#)

| Date             | Sender | Subject |
|------------------|--------|---------|
| All Messages (0) |        |         |

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Simplifying the Art & Science of Giving

“Make sure you finish speaking before your audience has finished listening.”  
- Dorothy Sarnoff

# Support

- Inline instructions
- Page help and tool tips
- Online Help
- Video tutorials
- Email: [support@commongrantapplication.com](mailto:support@commongrantapplication.com)
- Phone: +1 (310) 490-1277

# Contact Information

Common Grant Application  
530 Wilshire Blvd Suite 207  
Santa Monica, CA 90401

Main: +1 (310) 490-1277

Fax: +1 (310) 451-7580

Email: [info@commongrantapplication.com](mailto:info@commongrantapplication.com)

Web: [www.commongrantapplication.com](http://www.commongrantapplication.com)

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