

Finding the \$\$\$\$

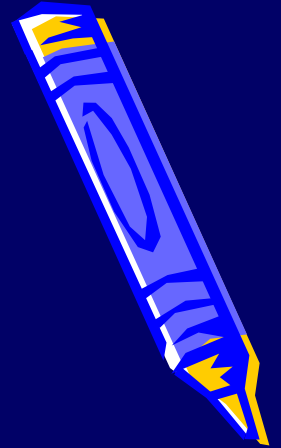
A Baker's Dozen Tips
for Success



Women's Agricultural Business Planning Summit

March 14th, 2009

South Windsor
Connecticut



1. Be clear about what you want

- \$ for working capital
- \$ for equipment
- \$ to invest in energy conservation
- \$ to try a new method
- \$ for a new building, such as a commercial kitchen
- or



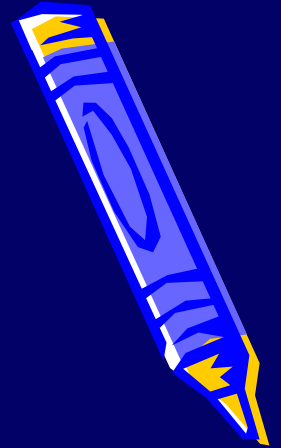
2. Do your homework!

- Who else has gotten dollars for what you want to do?
- What are possible sources of funding?
- What local/state regulations apply?
(the Internet is your best friend!)



3. What kinds of \$\$\$ are there?

- Reduced costs
- Buying used equipment
- Avoiding debt
- Saving for a specific purpose
- Increased sales of current product or adding a new product line



More resources:

- Loans/credit line
- Outright grants
- Matching grants
- Getting investors
- Volunteer effort (i.e. 'barn-raising')



4. Have a written business plan

- Almost always REQUIRED
- Can be brief
- Mission, goals, objectives
- Financial records and plan
- Methods & Timeline
- Expected results



5. Make a list of key words

- What's your project about?
- *If you were on T.V., what would you say about your project?*
- How do others describe similar projects?
- *How will things be different as a result?*



6. "Google" your key words coupled with 'funding'

Examples:

- *Custom fiber for fiber art*
- *Artisan herb goat cheese*
- *Energy conservation small farm*
- *Farming by people with disabilities*

Who might fund these efforts?



7. Be Concise, specific

- Avoid jargon
- Spell out acronyms the first time
- State clearly what you will do with the money, when and how
- How will you know when your project succeeds?



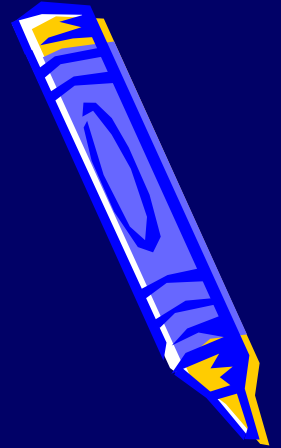
8. Be practical and patient

- Know your funder - what is their mission, current goals, style, etc.?
- What have they funded recently?
- Start small - a successful small grant or loan will build your creditability
- If *rejected*, revise and re-apply



9. Be aware of previous awards

- Review web sites of funders
- Ask questions
- Study previous awards
- Know how others address the problem
- Is your project innovative, adding to knowledge, or making a difference?



10. Follow all the directions!

- Meet the deadline - start early
- Follow all the directions
- Be realistic in your request
- Answer all questions
- Have someone review as you write



11. Know your responsibilities

- Follow your town's regulations
- Comply with state laws and policies
- Meet deadlines for reports, etc. with your funder(s)
- Ask questions!



12. Make the Internet work for you!

- Learn how to search - try different words
- Learn to organize your results
- Join on-line listservs that alert you to opportunities
- E-mail or network with people who have similar projects

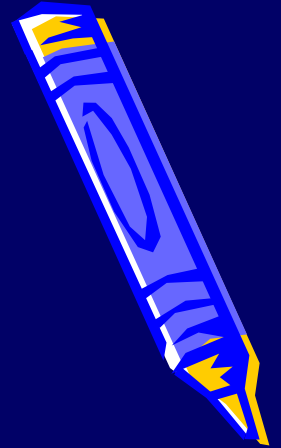
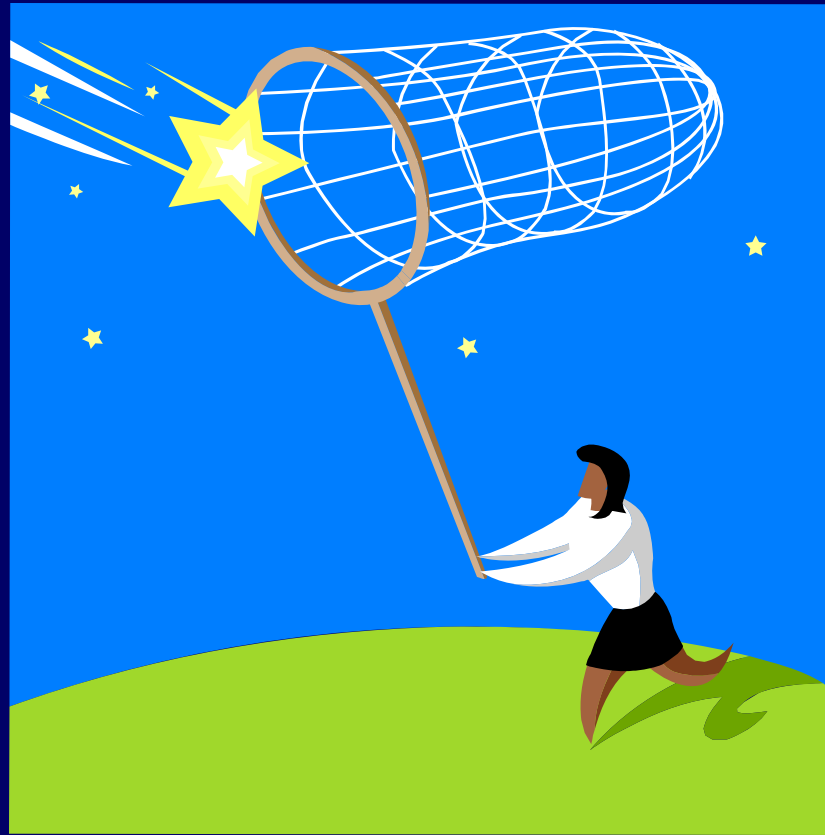


13. Some do's & don'ts

- Do keep good records
- Do follow the directions
- Do get advice
- Don't give up!



Follow your
dreams!



Questions?



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