



# GrantAdvisor

## Foundation Tool Kit

### What is GrantAdvisor.org?

GrantAdvisor is a web service that facilitates open dialogue between nonprofits and grantmakers by collecting authentic, real-time reviews and comments on grantseekers' experiences working with funders to encourage more productive philanthropy. GrantAdvisor is an initiative of the California Association of Nonprofits, the Minnesota Council of Nonprofits, and GreatNonprofits. The project is in partnership with the Association of Fundraising Professionals and Social Media for Nonprofits. Advising Foundations include the Peery Foundation, GreenLight Fund Bay Area, Open Road Alliance, and Thomson Family Foundation.

### Benefits to your foundation:

1. **Feedback:** GrantAdvisor offers funders the opportunity to hear directly from their grantees and grant applicants. This candid feedback can help funders to build more efficient processes and more effective partnerships, ultimately increasing their impact on the community.
2. **Stories for annual reporting:** The feedback and comments on GrantAdvisor can be used when foundations tell the public story of their work and their impact on the community.
3. **Perception and Validation of Foundation:** The honesty and accuracy of GrantAdvisor data allows foundations to see how they are perceived within the greater philanthropic space. GrantAdvisor data can help you assess whether your organization is truly aligned with your own branding and identity goals. Do you consider your foundation to be responsive and in touch with the needs of the community? GrantAdvisor allows you to see if nonprofits perceive you in the same way.

### Actions Steps:

After you register a **Key Contact** and an **Alternative Contact** at GrantAdvisor.org, considering inviting reviews from applicants and grantees.

#### **Email:**

Please see the attached examples from foundation colleagues.

Contact us at [team@grantadvisor.org](mailto:team@grantadvisor.org) with questions!

#### **Tweets:**

We're ready for your reviews. Write one here: <https://grantadvisor.org/survey.php> and help make @Grant\_Advisor great! #GrantAdvisor

Have you reviewed us on #GrantAdvisor yet? Register here: <https://grantadvisor.org/register/reviewer.php>

#GrantAdvisor welcomes candid feedback and builds trust in #philanthropy-write a review today: <https://grantadvisor.org/survey.php>

[Example one:](#)



Dear STEM Educators & Advocates,

Happy New Year!

Before you call me out on it—I know, I know, I know—I told you I would not email you again but I was hoping you all could assist me with something.

As you (hopefully) recall, last year you applied to [Colocation America's STEM Grant](#). We are in the process of getting another funding cycle approved for 2018. What does that mean to you? It means there is another opportunity for you to apply and get funded!

But first, I need a little assistance from you.

Below you will find a link to [GrantAdvisor](#). That link will take you to a "Write a Review" page. Please take a few minutes and provide feedback to us (and to other nonprofits) regarding your experience applying to our STEM Grant. Your feedback will help us improve our grant process.

Thank you in advance for taking time out of your day to provide us feedback—I can't wait to read your comments!

As always, if you have any questions I am just a quick email away!

Samantha Walters  
Corporate Responsibility Lead

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## Write a Review

As stated above, here is your chance to provide feedback on our grant process. Click on the link below and it will take you to the site.

*Please make sure to put in "Colocation America" for the funder you are reviewing!*



*Share Your Experience*

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Which funder are you reviewing? \*

Colocation America (Las Vegas, NV)

[Review Now](#)

Example two:



Vibrant. Rural. Community.

Dear Partner,

Have you ever used TripAdvisor to plan for a better vacation experience? Having information about what to expect is crucial before you make decisions that affect your time and money.

We're excited to announce that philanthropy has taken a page from the traveler's guide to a better journey by creating a TripAdvisor-esque service – [GrantAdvisor](#).

Recently launched in Minnesota, GrantAdvisor connects nonprofits and grantmakers in a new way by collecting authentic, real-time reviews and comments on grantseekers' experiences working with funders. Using an anonymous profile, you will be able to leave feedback for both our program officers and other nonprofit partners interested in applying for Blandin Foundation funding.

We are always trying to improve our grantmaking and your honest feedback will help us know what we're doing right and what could be better. We welcome all constructive feedback, both negative and positive! In addition to helping us, your feedback will also help future grantseekers know how to best work with us.

As the new website says, "If you're going on a trip, you check TripAdvisor; if you're going to apply for a grant, you check GrantAdvisor!"

We encourage you to [visit our GrantAdvisor profile](#) and leave a review. And, as always, any time you have feedback for the grants team, we love to hear from you.

Thank you,

Sonja Merrild

Director of Grants