



Making the Case for Internal Organizational Development to Funders

I N T I N Q Q U I C K G U I D E

In the non-profit world, with tight budgets and funders focused on lean operational expenses, it can seem almost impossible to dedicate resources and time to professional development or strategic planning, yet this can be one of the best ways to set up for success. Here are a few tips for how to make an argument to funders or apply for additional funding to support your internal initiatives.

S T E P 1 :

Articulate the Connection Between Internal Development and Mission Impact:

It is not always clearly apparent to funders how spending money on staff contributes to the work your organization does. It's essential to reinforce the language of your mission, vision, and values as you connect it to the internal initiatives you have.

- Clearly define how strengthening your organization's infrastructure—such as improving staff skills or refining strategic plans—directly contributes to better service delivery and amplified mission impact.
- If you have staff who represent the communities you serve, point out how strengthening and empowering these team members directly contributes to the mission
- Provide case studies or examples where internal development led to measurable improvements in program outcomes.

S T E P 2 :

Quantify the Value of Organizational Development

The power of data to persuade funders should not be underestimated. You can find some useful data points and references for this in our White Paper (www.intinq.com/framework). We also have a section on our Free Resource Center dedicated to rationales for why this work matters that may also help to craft it.

Make sure to keep in mind:

- Use data and analytics to demonstrate the return on investment (ROI) that comes from internal development work.
- Illustrate potential growth or efficiency gains with concrete figures that funders can understand and appreciate.
- Show how investing in organizational development is a sustainable choice that will continue to benefit the organization long after the initial funding period.



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S T E P 3 :

Start with a Smaller Scope

Everything doesn't need to start all at once. Often, the most profound changes begin with a single, well-planned step. Start with a foundational ask and map it out clearly, with metrics for success and a way to showcase the value add to justify work you want to expand on.

- Propose starting with a small-scale pilot program that requires less funding and can provide early indicators of success that justify further investment.
- Present a transparent budget that details how the funds will be used, showing cost-effectiveness and judicious use of resources.
- Assure funders of your commitment to transparency by offering detailed reporting on how their funding was used and the outcomes achieved.

S U P P O R T :

Ways Int Inq Consulting Can Help

If you are committed to partnering with us to engage in larger projects, we can help support your funding requests in the following ways:

1. **Leverage Our Reputation:** Explicitly list us as a partner on your project proposal to capitalize on our established trust and authority in the field.
2. **Use Our Case Studies:** Incorporate our case studies and testimonials into your funding requests to showcase a track record of success.
3. **Endorsement Letters:** Request a letter of endorsement from us that you can include with applications to underscore the partnership's value.
4. **Co-Presentation for Funding Pitches:** Invite us to participate in key meetings with funders to lend our expertise and support your pitch.
5. **Advisory Consultation:** Utilize our offer for one brief strategic consultation to refine and strengthen your funding strategy.
6. **Cite Our Proprietary Models:** Include our proven frameworks and methodologies in your proposal to illustrate the strategic approach to project execution.

Make your workplace work for everyone.

Int Inq Quick Guides provide practical, immediately implementable tools to better imbed equity in your workplace. They are meant to introduce concepts and are not a replacement for consultation and strategic support. For more information about how we can support your organization build inclusive and equitable practices, reach out directly at info@integrativeinquiryllc.com.



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O T H E R I N T I N Q Q U I C K G U I D E S

Accessibility Accommodations Protocols

Best Practices in Equitable Benefits

Conducting a Compensation Equity Audit

Conducting a Job Description Equity Audit

Conflict Policy Best Practices

Creating Equitable Systems of Feedback

DEI Training and Development Plans

Demographic Data Collection

Developing a Mentorship Program

Equitable Hiring Rubrics

Equitable Opportunities for Growth

Establishing a DEI Review Panel

Establishing ERGs in the Workplace

Growth-oriented Disciplinary Processes

Implementing Psych Safety Practices
Inclusive Team Communication Protocols

Increasing Diversity in Recruitment

Liberating Structures for Decision Making

Making the Case for Organizational
Development to Funders

Performance Review Best Practices

Professional Development Best Practices

Responding to Microaggressions

Setting up a DEI Initiative

Standard Policies for Inclusive Workspaces

Creating a DEI Mission, Vision, + Strategy

Skills for Giving + Receiving Feedback

This Quick Guide was authored by: Stitham, K. Integrative Inquiry Consulting 2024. All rights reserved.