



Welcome Question: What would you do with an extra \$1 million?

Conservation Lands Foundation: Capacity Building Webinar 2026

Stephanie Tanny, Randall Navarro, & Nicole Hubert | Kasih Initiative



Big thank you to Shi-Lynn!

(additional CLF funds for 3-4 groups)



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Kasih Initiative

3 Keys to
**Growing Fundraising
Capacity**

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Who We Are

Kasih Initiative is a strategic grant writing and development firm. Founded in 2020 and based in Denver, we have raised over **\$100 million** across federal, state, and private sources for nonprofits, government agencies, and national coalitions.



**Stephanie
Tanny**

**President &
Founder**

- 20+ years in nonprofit leadership & development
- Raised \$2 million during college
- Former Development Director/Deputy Director at Colorado Immigrant Rights Coalition & Voces de la Frontera
- TEDxMileHigh speaker; has shared the stage with President Clinton & John Oliver



**Randall
Navarro**

**Director of
Grant
Strategies**

- 20+ years as a high-impact fundraiser
- \$100M+ raised for state agencies and municipalities
- Federal grants expert: conservation, infrastructure, healthcare, social justice
- Deputy Director, National Wildlife Federation HECHO Program
- Executive Director, Clear Creek Greenway Authority



**Nicole
Hubert**

**Development
Manager**

- 8+ years in nonprofit & international development
- Grassroots nonprofit capacity building & strategy specialist; passionate about storytelling as a form of advocacy
- Public health, climate, energy, social justice & gender equity
- Former USAID Partnership Manager, \$6M international grant program

Who We Support



Friends
of the
Owyhee



Conservation **Colorado**



ecosystem
restoration
communities



CAMPING
TO CONNECT



**FOR THE
PLANET**
— MEMBER —



**NEXT
100
COALITION**

Today's Agenda



01

Key 1: Strategy

Strategic planning, fundraising plan & budget strategy



02

Key 2: Systems

Document organization, grant tracker & Airtable demo



03

Key 3: Support

Funder relationships, your team & AI tools

04

What Now?

Hiring decisions, next steps & Q&A

Yes, another fundraising workshop.

And why this matters to you!

Here's what makes this one actually worth staying awake for:

01 The funding landscape has changed... and will continue to.

How to diversify your revenue streams and leverage funds.

02 Tools, not just theory. (You'll get copies at the end)

Budgets built to win grants, not just balance books.
Project management tools that are not expensive. Real templates. Practical systems.

03 Fundraising is everyone's job. Yes, everyone.

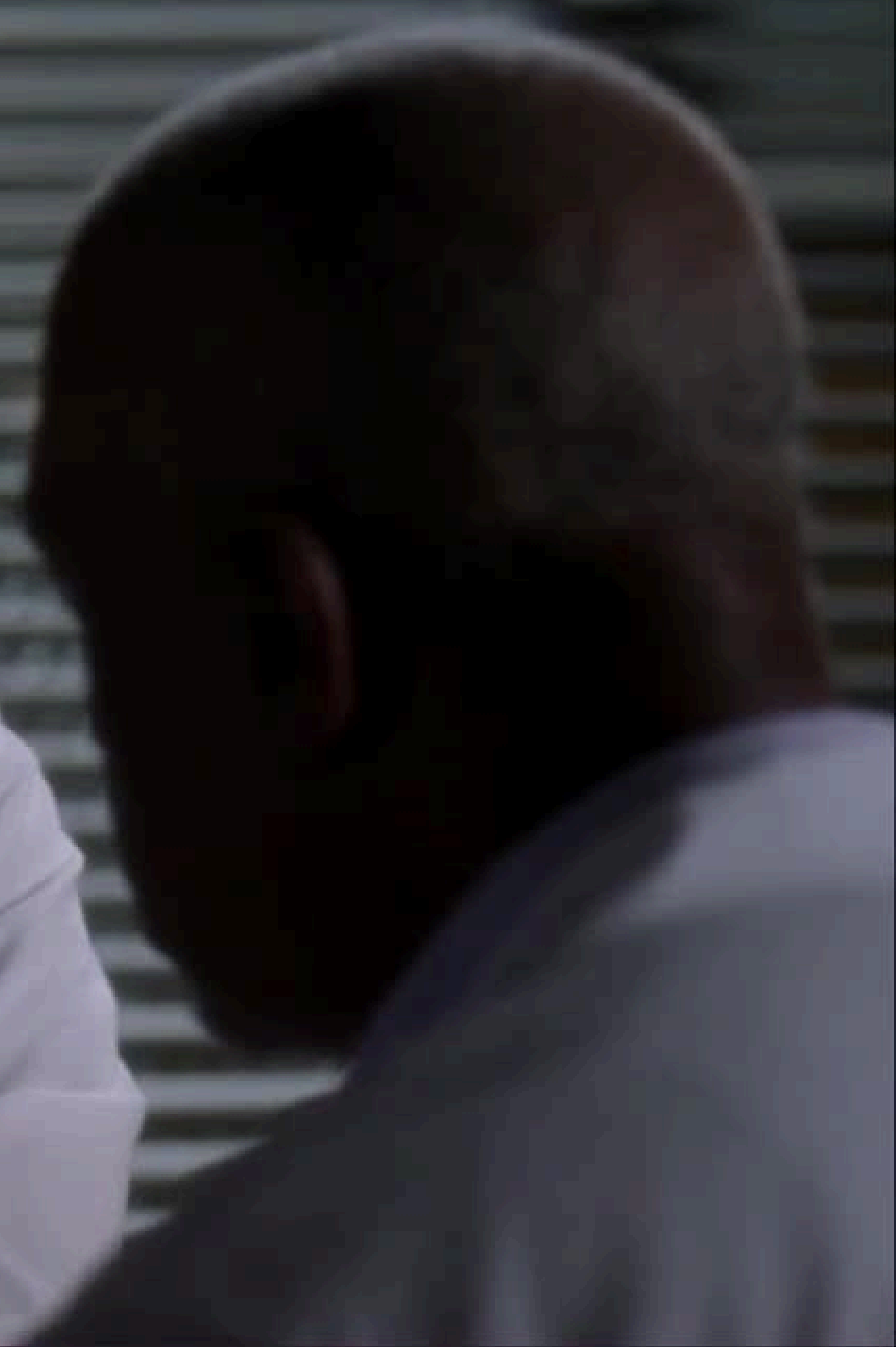
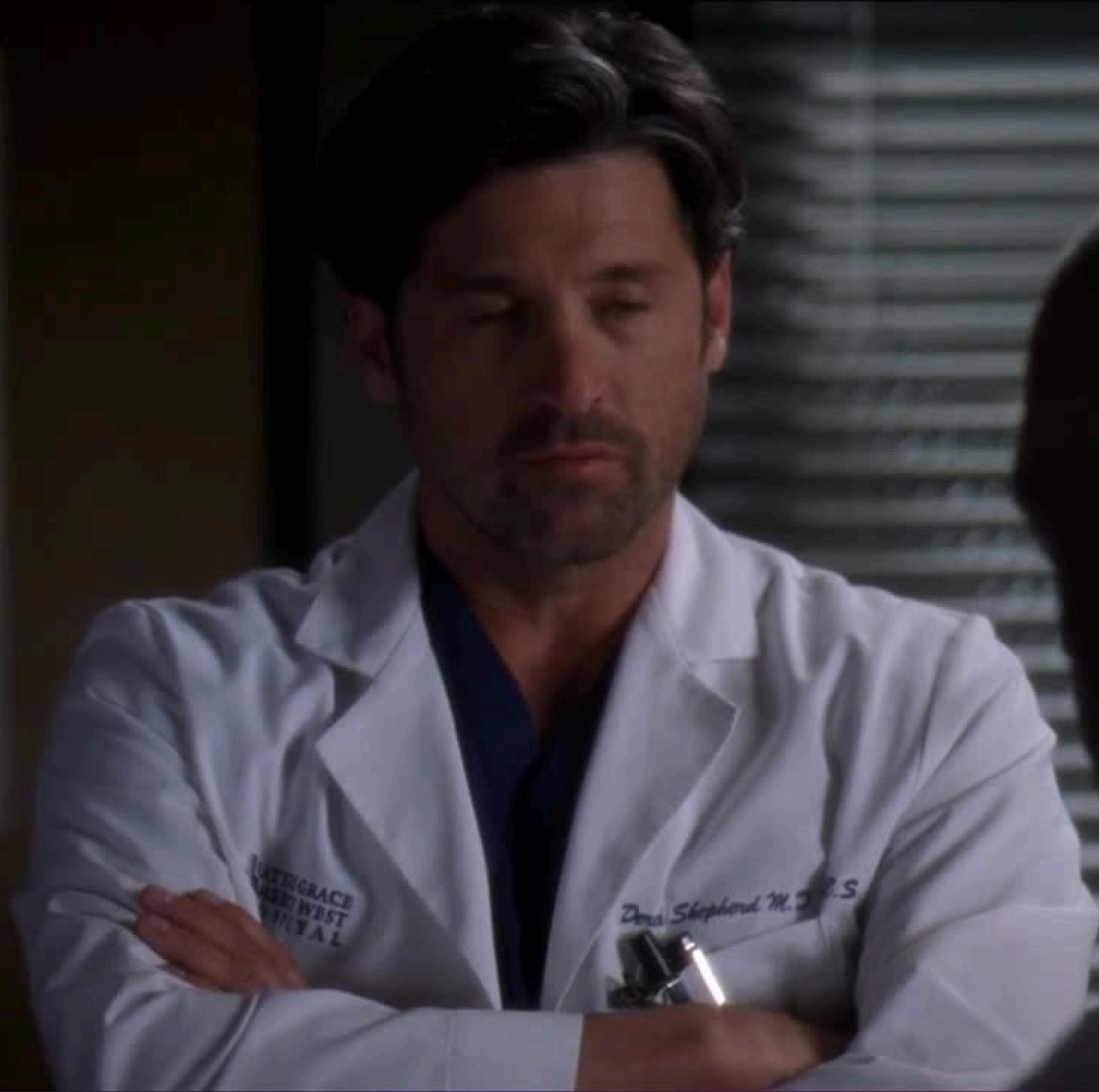
Your ED, your board, your program staff. We'll show you how to make it simple — not a second full-time job.

04 AI: the good, the bad, and the 'wait, it did what?'

Where AI is a genuine superpower — and where it can quietly tank your grant application without you knowing.



Has this ever happened to you?



KEY 1

Strategy



Strategic Planning
Fundraising Plan
Budget Strategy

Strategic Planning

It's a plan — not a wish or an idea.



Start with a Mission & Vision

This is about you... but not **just** about you!



Specificity is Paramount

A strategic plan is like a trail map for a hike: it does not need to explain how to use your legs, but it should include enough signs so your team does not end up three hours off trail arguing about whether the destination was “more of a mindset.”



Commit to the Plan

A strategic plan is only valuable if it guides decisions.

KEY 1

Strategy



Strategic Planning
Fundraising Plan
Budget Strategy

Your Fundraising Plan

Clear goals. Realistic targets. Diversified streams.



Revenue Goals

Set annual targets by funding stream



Grant Calendar

Map deadlines 12 months out



Funding Mix

Federal, state, private, individual



ROI Analysis

Which streams yield the most return?



Diversification

Never rely on a single funder



Landscape Analysis

Who funds work like yours?

Tip: How to pick the right fundraising types for YOUR organization — ROI matters.

KEY 1

Strategy



Strategic Planning
Fundraising Plan
Budget Strategy

Budget Necessities

Two Approaches

Build from programs up (program budgets → total org budget), OR allocate from org budget down to programs.

Admin vs. Programs

Understand what funders will and won't cover. Indirect/overhead rates matter. Know your ratios.

Program Breakdown

Each program needs its own budget with clear personnel, direct, and indirect costs itemized.

Leveraging Match Funds

Federal grants often require match. Private grants can serve as match for federal — understand the rules.

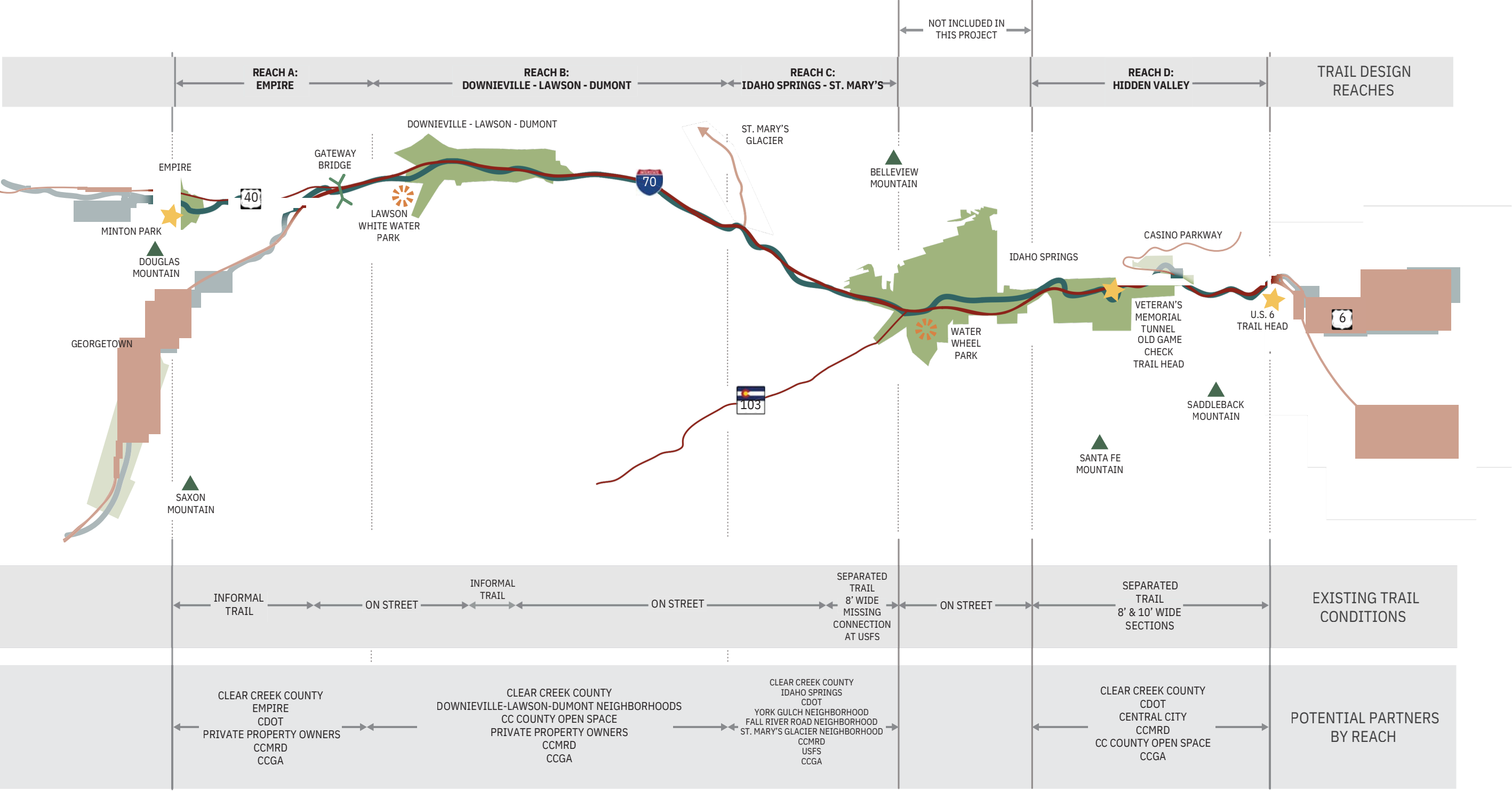
This MUST be done ASAP at the beginning of each year!

Budget Template

Sample 2026 Budget									
	Operations / Administration	National Monument	Outdoor Education	Greenway Trail	Invasive Species	Wildlife Crossing	Combined Program Costs	Total	% of Overall Revenues
Revenue									
4000 - Contributions	\$4,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500		\$11,500	0.84%
4010 - Individual Contributions	\$4,000		\$20,000					\$24,000	1.75%
4020 - Corporate Contributions	\$6,000	\$10,000						\$16,000	1.17%
4030 - Events	\$2,000		\$2,000	\$2,000	\$2,000	\$2,000		\$10,000	0.73%
4210 - Private Grants	\$47,000	\$50,000	\$105,000	\$0	\$80,000	\$0		\$282,000	20.58%
Packard Foundation	\$2,000	\$50,000	\$60,000					\$112,000	
Bezos Earth Fund	\$40,000				\$80,000			\$120,000	
Rivian Foundation	\$5,000		\$45,000					\$50,000	
4220 - Government Grants	\$102,000	\$0	\$75,000	\$250,000	\$0	\$600,000		\$1,027,000	74.94%
Federal	\$60,000			\$200,000		\$400,000		\$660,000	48.16%
State/Local	\$42,000		\$75,000	\$50,000		\$200,000	\$367,000	26.78%	
Total Revenue	\$165,000	\$61,500	\$203,500	\$253,500	\$83,500	\$603,500		\$1,370,500	100.00%
Expenses									
7200 - Salaries & Related Expenses	\$22,000	\$50,000	\$45,000	\$40,000	\$35,000	\$60,000	\$230,000	\$252,000	
Executive Director	\$20,000	\$10,000	\$20,000	\$20,000	\$10,000	\$20,000	\$80,000	\$100,000	
Campain Coordinator	\$2,000	\$40,000					\$40,000	\$42,000	
Community Organizer				\$20,000		\$40,000	\$60,000	\$60,000	
Other Staff			\$25,000		\$25,000		\$50,000	\$50,000	
7500 - Contract Service	\$5,000	\$1,000	\$2,000	\$2,000	\$2,000	\$2,000	\$9,000	\$14,000	
8100 - Vehicle Maintenance			\$1,000	\$2,000			\$3,000	\$3,000	
8300 - Travel & Meetings	\$500	\$10,000	\$6,000				\$16,000	\$16,500	
8400 - Marketing & Events	\$200					\$1,500	\$1,500	\$1,700	
8500 - Other							\$0	\$0	
Total Expenses	\$27,700	\$61,000	\$54,000	\$44,000	\$37,000	\$63,500	\$259,500	\$287,200	
% of Overall Costs	9.64%						90.36%		
Net Revenue/Deficit								\$1,083,300	



**What happens when you
strategize well?**



REACH A: EMPIRE

CHALLENGES:

- Empire Junction interchange design is unknown
- Signature Greenway Bridge
- Mixed-use development area
- Segment may need private property
- Segment may be simpler to design / build
- Multiple alignments are available
- Environmental issues
- Historical issues
- Parking

FEATURES AND DESTINATIONS:

- ~2.8 miles

REACH B: DOWNIEVILLE-LAWSON-DUMONT

CHALLENGES:

- Private property may be needed for ROW
- Right-of-way is available, but not along the creek
- Has creek access - potential to improve access
- Connectivity to retail
- Neighborhood support? Sections of the trail are in neighborhoods
- Connections to retail
- Impacts to neighborhoods
- Different alignments have different user experience • Parking

FEATURES AND DESTINATIONS:

REACH C: IDAHO SPRINGS - ST. MARY'S

CHALLENGES:

- I-70 could be realigned with future improvements
- Narrow corridor
- Must move bikes off of I-70
- Most visible part of trail from I-70
- Opportunity to build public support for the project
- Major trail corridor
- (~1.1 miles through Idaho Springs and St. Mary's)
- 3 potential bridge crossings
- Water Wheel Park
- St. Mary's Glacier
- Mt. Evans
- Forest Service Visitor Center
- Idaho Springs
- Argo Mine
- Downtown Idaho Springs

FEATURES AND DESTINATIONS:

REACH D: HIDDEN VALLEY

CHALLENGES:

- Planning and construction at different stages of
- Alternatives to current trail alignment exist
- Problem with users parking in the bike lane
- River access opportunity
- Parking

FEATURES AND DESTINATIONS:

- ~1.9 miles
- 3 potential bridge crossings
- Game Check Station Trailhead
- US 6 Trailhead
- Access to Central City



March 09, 2016

Clear Creek Greenway Trail (Peaks to Plains Trail)

3 Years

- 26 Miles of Trail Master Planned
 - 13 Segments
 - 4 Bridge Crossings
- 3 Segments and 2 bridge crossings planned and built - including NEPA compliance
- Total Cost - \$5.5 million

Total funds provided through
the local municipality -
\$15,000





Q&A Time

KEY 2

Systems



Document Org.
Grant Tracker
Airtable Demo

Organization of Key Documents

If you can't find it in 30 seconds, your system isn't working.



Common Attachments

W-9, Impact Reports, Board Lists, Letters of Support, Org Chart



Financials

990s, Profit & Loss Statements, Audits, Program Budgets



Grants by Funder

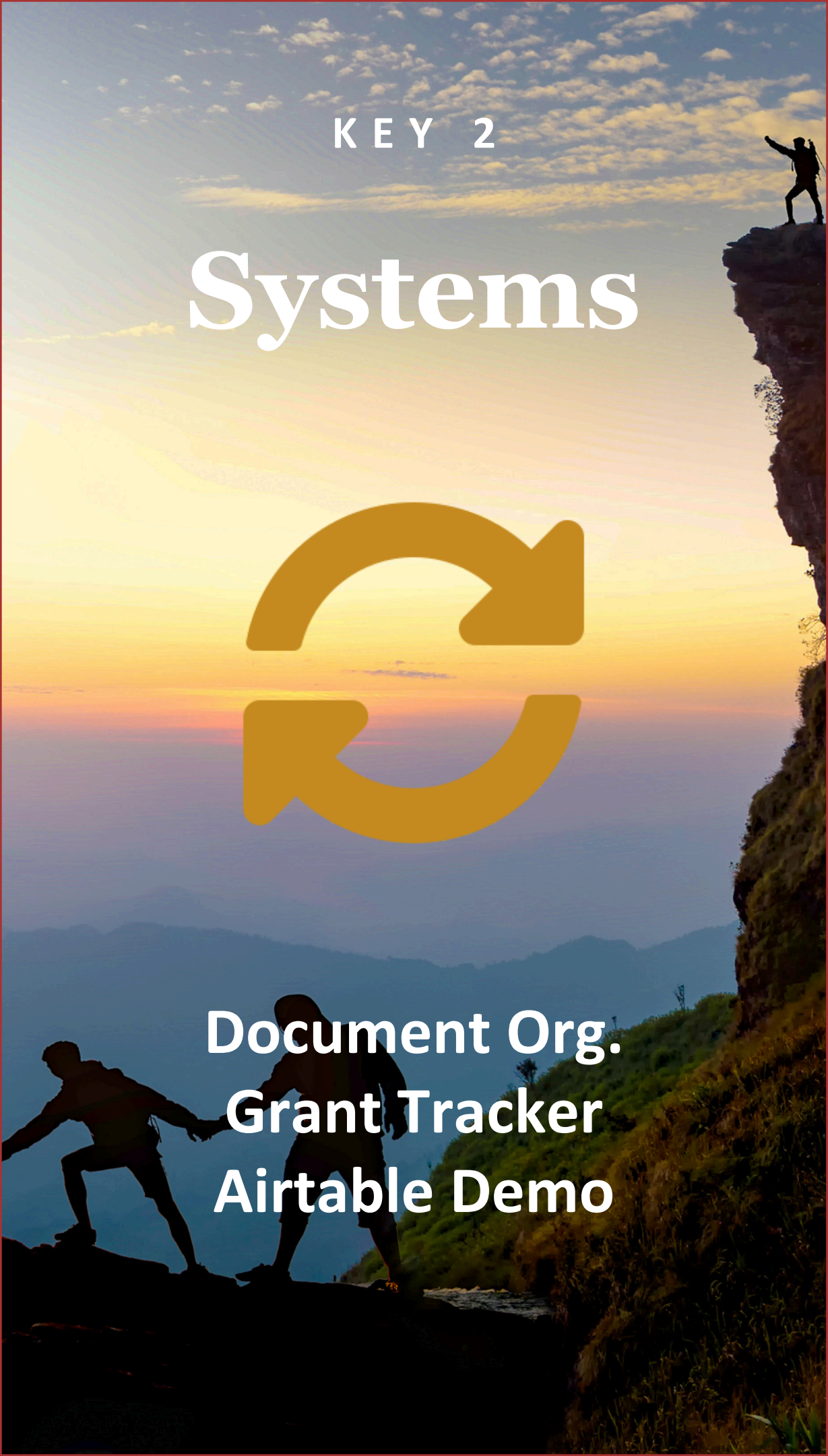
Submitted applications, award letters, grant contracts



Reports & Deadlines

Reporting calendar, submitted reports, funder correspondence

Pro tip: Use a shared Google Drive or SharePoint folder with consistent naming conventions.



KEY 2

Systems

Document Org.
Grant Tracker
Airtable Demo

Fundraising Tracker: CRM vs. Project Management

	CRM (e.g., Salesforce, Bloomerang)	Project Management (e.g., Airtable)
Cost	\$\$\$ – Often \$100–\$500+/mo	\$ – Free to low cost
Best For	Donor management & major gifts	Grant tracking & reporting
Complexity	High – significant setup & training	Low – intuitive, customizable
Small Org Fit	<i>Often overkill</i>	✓ Recommended
Track Deadlines	Limited without customization	✓ Built-in views
Reporting	Donor reports & receipts	Grant status & compliance

Simplicity is the priority!

Your Grant Tracker in Action

Funder	Opportunity	Deadline	Status	Requested	Received	Report Due
Conservation Lands Foundation	Ecosystem Grants 2025	03/01/25	Submitted	\$75,000	—	12/01/25
USDA Forest Service	Community Forest Program	04/15/25	Awarded	\$150,000	\$150,000	06/30/25
Gates Foundation	Environmental Justice	05/30/25	In Progress	\$50,000	—	—
State DOLA	Capacity Building Grant	06/01/25	Prospecting	\$25,000	—	—

[Live Airtable demo — switch to browser]



Q&A Time

KEY 3

Support



Funder Relationships
Your Team
AI Tools

Building Funder Relationships

Grants are relationships — not transactions.



Cultivate Before You Apply

Introduce your organization, attend site visits, and connect at conferences. Funders fund people they trust.



Strategic Alignment

Don't apply to every funder. Apply to the ones whose priorities genuinely match your work — and make that alignment clear.



Feedback Loops

When you don't win, ask for feedback. Funders respect organizations that learn and adapt.



Maintain Existing Relationships

Reports are more than compliance — they're an opportunity to deepen trust. Submit on time, highlight wins, flag challenges early.

KEY 3

Support



Funder Relationships
Your Team
AI Tools

Your Team

Fundraising is a team sport — everyone has a role.



Program experts:
Provide background and
budgeting for
applications, facts and
figures for reporting and
compliance

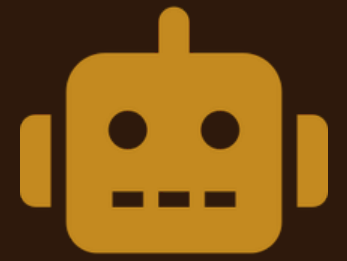


Network Builders:
Provide them with
materials and
information to make
them confident and
motivated!



Executive Director/CEO:
Owns the funder
relationship. Sets the
culture.

AI: Strengths & Weaknesses



✓ AI Strengths

- Quickly synthesizes large amounts of information
- Generates strong first drafts
- Helps tailor language to different funders and priorities
- Speeds up research
- Assists with budgets, timelines, logic models, and outcome framing
- Helps maintain consistency across long applications with multiple contributors
- Can rapidly brainstorm framing, headlines, hooks, and narrative approaches
- Reduces administrative bottlenecks so teams can focus on strategy and relationships

✗ AI Weaknesses

- Build authentic relationships with funders
- Distinguish between what sounds good and what is actually true or feasible
- Capture lived experience, organizational voice, or emotional nuance on its own
- Make strategic decisions about positioning, timing, or funder fit
- Reliably verify facts, budgets, statistics, or compliance requirements without review
- Replace deep program knowledge or leadership insight
- Recognize political sensitivities, power dynamics, or organizational history consistently
- Know when not to say something



Can you spot AI?

Answer 1:

With a \$100,000 grant from the Protect Imaginary Lands Foundation, the Vault Conservation Alliance will mount a coordinated campaign to prevent exploratory drilling and secure lasting protection for The Vault. The organization will work in formal partnership with Tribal Nations to ensure that cultural knowledge, sacred-site concerns, and sovereign priorities guide the campaign; retain technical experts to document the proposed mining activities' risks to cultural resources, water, wildlife, grazing operations, and neighboring private properties; and organize local landowners, grazing permittees, conservation partners, and community leaders to submit public comments and participate in the federal permitting process. The Alliance will also press the relevant agencies to suspend or deny drilling approvals while cultural and environmental impacts are fully reviewed, build congressional support for legislation that withdraws the area from future mineral development, and advance an Antiquities Act designation that protects The Vault while respecting existing private property and compatible grazing uses. Grant funds will support Tribal and community engagement, policy and technical analysis, congressional advocacy, strategic communications, and rapid-response organizing during key permitting and federal decision-making periods.

(View both answers side by side [here](#))

Answer 2:

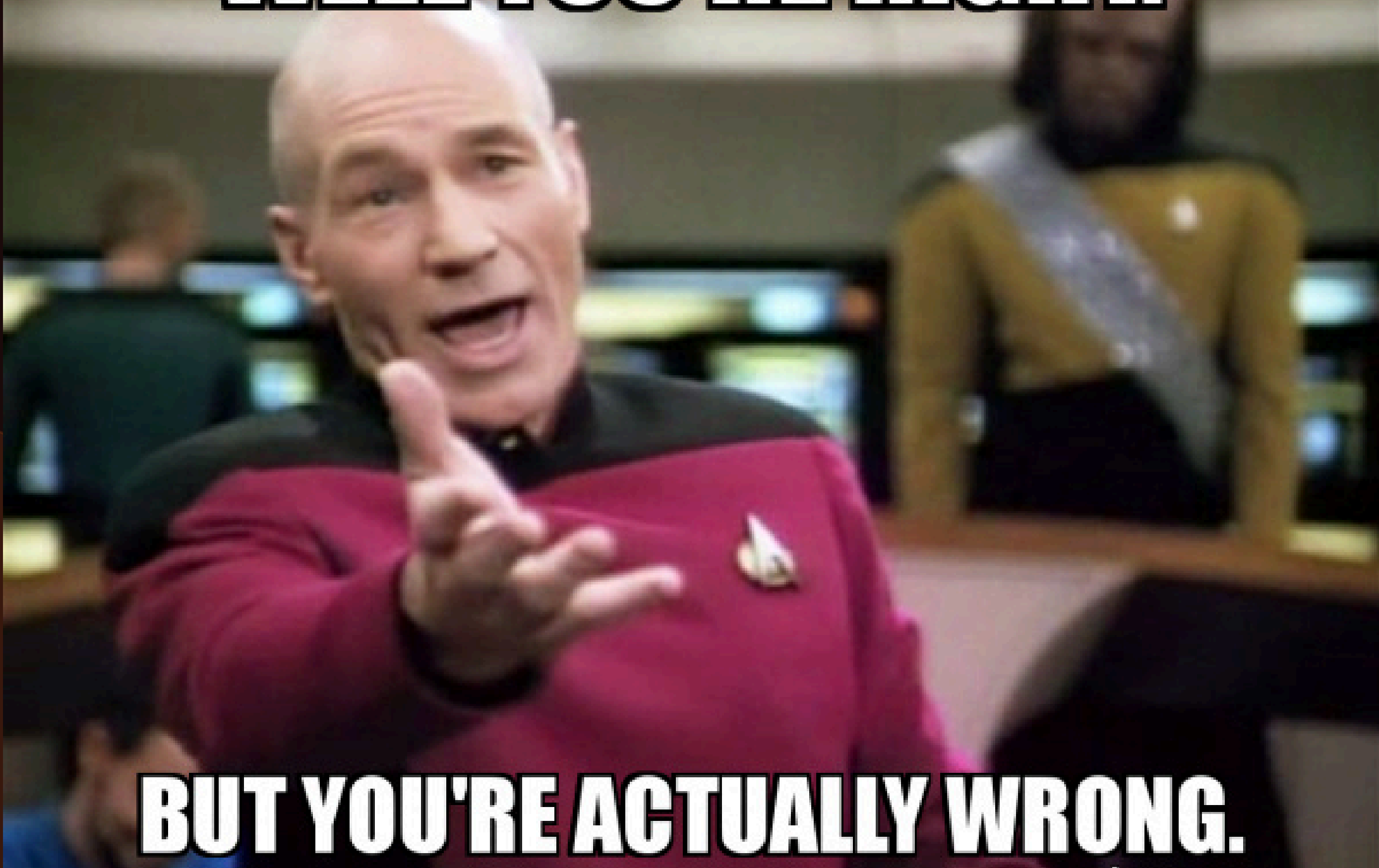
With a \$100,000 grant from the Protect Imaginary Lands Foundation, the Vault Conservation Alliance will work at the direction of Cherokee, Apache, Navajo, and Hopi leaders and cultural experts who affirm ties to The Vault, while organizing ranchers, neighboring landowners, local officials, businesses, and conservation partners around a single goal: stop the drilling permit and secure lasting protection before the mining company can advance a larger project. We will fund cultural-resource documentation, hydrological and mining analysis, legal and permitting expertise, public comments, congressional outreach, rapid-response communications, and community mobilization at every federal decision point. Our strategy will replicate the tribal-led coalition building and layered federal advocacy used to protect Bears Ears and Baaj Nwaavjo I'tah Kukveni—Ancestral Footprints of the Grand Canyon. Those campaigns combined Tribal leadership, public pressure, administrative mineral protections, congressional advocacy, and Antiquities Act action; Baaj Nwaavjo now bars new mining claims and mineral leases on monument lands while honoring valid existing rights, excluding private property, and allowing existing grazing permits to continue. We will pursue the same sequence for The Vault: demand an immediate pause or denial of exploratory drilling, seek an administrative mineral withdrawal, build congressional support for permanent protection, and make the case for an Antiquities Act designation before industrial activity changes this irreplaceable landscape forever.

(View both answers side by side [here](#))



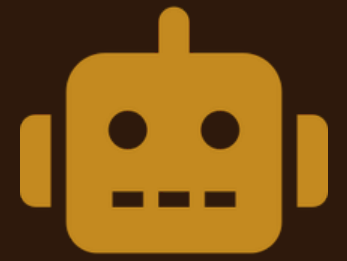
Can you spot AI?

WELL YOU'RE RIGHT.



BUT YOU'RE ACTUALLY WRONG.

AI Considerations for Nonprofits



- **AI output is only as strong as the information it receives.**
- **A convincing tone does not guarantee an authentic or accurate answer.**
- **AI may fill information gaps with assumptions or false details.**
- **Funders are responding to AI in different ways.**
- **Effective AI use still requires grant expertise and active oversight.**

Pitfalls & Red Flags

- Be cautious of “\$200/month unlimited grant writing” platforms promising instant proposals.
- Cheap AI-generated grants can become very expensive if they reduce your win rate.
- A fast bad proposal is still a bad proposal. It just arrived earlier.
- AI should strengthen your competitive edge, not flatten your organization into the same tone and language everyone else is using.



Q&A Time

What Now?

Making smart decisions about how to get the help you need.

	Full-Time Staff Hire	Part-Time Support (Employee or Consultant)	Firm (like Kasih)
Cost	\$\$\$\$ — Salary, benefits, overhead	\$\$ — Lower salary or hourly/project-based	\$\$\$ — Retainer-based, predictable
Expertise	Depends on hire; one person's skillset	Limited by hours or scope; one person's skillset	Broad team expertise across funders, sectors, and strategy
Flexibility	Low — fixed role, hard to scale up or down	Moderate to High	High — scale services up or down as needs shift
Onboarding Time	3–6 months to ramp	1–6 months to ramp	2–4 weeks; systems built to onboard fast
Strategic vs. Execution Fit	Execution only; strategy depends on the person	Execution; strategy varies	Strategic partner + execution
Best when...	High grant volume + 3+ year stability	Moderate needs or a specific project	You have or are willing to build funder relationships and need strategic capacity to convert them into funded proposals



You are not alone!



Your Next Steps

Scan or click to get your free Fundraising Capacity Snapshot (\$250 value): your strengths, challenge areas, and your #1 next step, in under 3 minutes.



[Assessment Link Here](#)

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Q&A Time