

### **Tips for technology fundraising from foundations:**

- **Focus on what you do.** Talk about technology in terms of your work. How will it strengthen what you do and make you more effective? Be clear about how you think it will help your work. This is critical.
- **Be sure to talk about what it will take to use technology**—training, technical assistance, support. The costs of technology are much more often about training people than they are about equipment.
- **Include technology in every proposal you write.** Make them understand why it is important to your work. Technology is more than just a one-time expense; it is an ongoing expense and should be treated like one.
- **Don't necessarily focus on the newest or most innovative technology.** Focus on what you think will work for you.
- **Include a technology plan.** A technology plan – long or short – greatly strengthens the argument and gives funders an understanding that you know what you want and why.

### **Basic proposal structure**

There are some things that technology funders or funders interested in technology want to know before they will fund your request. These are only guidelines, but we think they are some of the basic elements of a proposal or a request for technology:

1. **Describe your work:** goals and strategies (What do you do?)
2. **Describe the technology you are requesting** (What will you need? What are you asking for?)
3. **Describe how you think your technology request will help strengthen your work** – be as specific as possible. This is the most important part of your request.
4. **Describe how you will provide for training, maintenance and support** (volunteers, computer centers, community college classes, etc . . .)
5. **Provide a budget** that includes categories like hardware, software, training and technical assistance.