



Glossary of Grant-Making Approaches

APPROACH TYPE	DESCRIPTION
<i>Advocacy, Litigation and Reform</i>	<p>Grants support activities and institutions working to inform public opinion on matters of public policy or concern. Activities may focus on:</p> <ul style="list-style-type: none"> • Advancing an idea • Enriching a debate • Arguing a legal position <p>This approach includes litigation and public advocacy, but excludes political lobbying of any kind.</p>
<i>Capacity Building and Technical Assistance</i>	<p>Grants focus on helping organizations strengthen their abilities and effectiveness by one or more of the following:</p> <ul style="list-style-type: none"> • Improving the management and governance of individual nonprofits • Investing in management-support organizations that provide assistance to nonprofits • Providing general, endowment and capital support to enable growth • Investing in other supporting activities that improve or expand the capacity of a field of practitioners
<i>Communications and Public Education</i>	<p>Grants focus on informing and engaging the public or specific audiences on issues of importance to them. This approach also supports broader efforts to help an entire field develop an effective communications strategy.</p>
<i>Stakeholder Development and Collaboration</i>	<p>Grants focus on expanding the base of support for a particular area of work, as well as engaging non-philanthropic sectors. This approach includes, for example, fostering dialogue with corporations and governments whose participation or actions could advance the work of an initiative.</p>
<i>Evaluation and Assessment</i>	<p>Grants focus on assessing the progress and evaluating the impact of a program, an organization or set of activities.</p>
<i>Leadership Development</i>	<p>Grants help build leadership within a field of work, focusing on either individual leadership development or expanding the ranks of leadership. (Developing the capacity of a particular organization’s staff does not fall within this approach; see “Capacity Building and Technical Assistance.”)</p>
<i>Media/Content Development</i>	<p>Grants focus on helping grantees create print, audiovisual or Web-based content related to a topic or issue (as distinct from content about their own organization). This approach focuses, for example, on documentaries, books and other creative works.</p>

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<i>Network Building and Convening</i>	Grants promote connections and idea exchanges among individuals and organizations to build a constituency around an issue or cause. Grants support, for example, gatherings and workshops that help broaden networks.
<i>Program Exploration</i>	Grants focus on the creation or early development of pilot programs that break new ground in support of social change objectives.
<i>Program Demonstration and Scaling</i>	Grants focus on showing how pilot programs can be replicated, or promoting the scaling-up of such programs to a national or global level—often through adoption by government, markets, or major institutions.
<i>Research and Public Policy Analysis</i>	Grants focus on developing research that supports the work of an initiative as well as public policy analysis that informs advocacy and public mobilization.
<i>Program Learning</i>	Grants help grantees and the philanthropic sector to learn from our grant making and to distill and share effective social change practices with others who do similar work.
<i>Foundationwide Activity</i>	Grants focus on cross-program and regional activities that fall outside any one of the foundation's specific initiatives, but which may be relevant to several or advance our overall work in a region or country.

Sources: GrantCraft's "[Advocacy Funding: The Philanthropy of Changing Minds](#)," 2005; "[Deeper Capacity Building for Greater Impact](#)," by Paul Connolly (TCC Group, 2007).