Over the course of the previous three days, Fellows of the Salzburg Global program, in partnership with ETS and the Penn Center for Minority Serving Institutions, had heard of numerous different initiatives aimed at increasing the access and success of marginalized students to and in higher education. But where does the money come to fund such initiatives?

Some initiatives receive public funding, but in many cases, colleges, universities and non-governmental organizations must look to other private or corporate funders.

In a panel comprising of representatives from large private and corporate foundations, as well as funding and support networks, including session sponsor, the Kresge Foundation, Fellows were offered many helpful pieces of advice:

- **Don’t send spam applications;** form letters are unlikely to garner much attention in the mass of applications.
- **Tailor your application;** just as you expect a funder to read your proposal, so too should you read all their literature. Just because Kellogg and Kresge fund education programs doesn’t mean you can send them both the exact same proposal and grant request!
- **Be innovative – and be sure of it;** if you’re claiming your project is cutting edge and original, do the research to be sure of your claim. Funders don’t want to undermine others’ work in the same area.
- **Collaborate;** if you find that your “original” project isn’t so, don’t be deterred – combine your efforts instead of competing.
- **Have a clear email subject line;** funders receive dozens if not hundreds of applications – make sure your application stands out and isn’t simply called “RE: Grant Proposal” or “Follow up to application”. “Name your baby!” advised one panelist.
- **Don’t assume that silence means “no”;** just because your application hasn’t gained a response yet doesn’t mean it has been rejected – the funder might have received more applications than anticipated and is taking longer to respond than expected.
- **If it is rejected, don’t give up;** find out why your application has been turned down, re-write and re-pitch. You can even ask funders if they know of another organization more likely to support your project.

Advice wasn’t only offered for grant-seekers, but also the grant-givers:

- **Donors should have an exit strategy;** your grant recipients shouldn’t be panicking in year three of a five-year grant – know how they can continue and sustain the work long after money has run out.
From the Floor
Tweets from the day’s discussions

Penn Center for MSIs @CenterForMSIs
Advice from a global funder: “You don't need to build a cathedral when all you need is a chapel.” #SalzburgMSI @salzburgglobal

A. Castro Samayoa @andrescastrosam
Rather than striving to be under the limelight, how can we build coalitions with those who already share our goals?

Marybeth Gasman @marybethgasman
“We are comfortable advocating for the poor but we aren’t comfortable talking about wealth and moving poor people to wealth.”

Michael Sorrell @michaelsorrell
You must have confidence in your ability to do the task at hand. You must have grit and resiliency #nationbuilding

Jamal Watson @jamalericwatson
Paul Quinn College Sharing Story of Turnaround With World - Higher Education www.diverseeducation.com/article/67362/

Salzburg Global @salzburgglobal
If you are told you won’t succeed, you will live up (down) to that expectation. We need to see students (hidden) potential

You can join in the conversation on Twitter with the hashtag #SalzburgMSI

Listen & watch online!

Salzburg Global Seminar is conducting audio interviews with many of our faculty and Fellows this week and you can hear the podcasts online on our SoundCloud channel over the next month.

Check out Salzburg Global Comms Team Intern, Jonathan Elbaz’s interviews with Stella Flores and Bill New online: www.soundcloud.com/salzburgglobal

Together with Thai-Huy Nguyen from Penn, we have been conducting video interviews, which will be available online on our YouTube channel: www.youtube.com/salzburgseminar

Missed yesterday’s newsletter? You can find all the newsletters, thought papers and other articles on the session page: www.salzburgglobal.org/go/537