



Assessing a (c)(4) Opportunity

When assessing a new (c)(4) grant opportunity, consider the following. You will not need to answer every question, but these can help you get a full picture for a potential opportunity.

Criteria	What To Consider
Strategic Fit	<ul style="list-style-type: none"> How does this opportunity fit within our programmatic strategies? Consider issues they're working on, communities they're engaging, geography.
Why Use the (c)(4)	<ul style="list-style-type: none"> Why is the (c)(4) the best use of resources to meet the outcomes of this grant? Why not recommend a grant through the private foundation?
Legal Considerations	<ul style="list-style-type: none"> What legal entity type are they? What states or localities might they be doing political or ballot initiative work in? How much in political expenditures will they have, if any?
Potential for Impact	<ul style="list-style-type: none"> How are we defining success for this grant? How will the organization engage constituents directly affected by the policy change in their organizing? Who will they work in coalition with on their goals? What evidence exists that the policies the applicant is advocating for or against will lead to improved outcomes for the strategies we care about? What are the risks and potential roadblocks to success? Are there other (c)(4)s that could accomplish the goals of this effort? If so, why fund this entity? Who will be other coalition partners of this (c)(4) or committee? Why will Bainum funding make a significant difference at this time?
Opposition Analysis	<ul style="list-style-type: none"> Have we analyzed who is likely to oppose or be threatened/hurt by the reforms? What strategies and messaging might be used by the opposition? What are the resources of the opposition? How has the grantee planned to address expected opposition?
Reputation Assessment	<ul style="list-style-type: none"> What do we know about the applicant's reputation in the field and from funders and from the community they support? How might making this grant affect the reputation of the Bainum organizations, family members and existing grantees within the Bainum network? How might receiving and disclosing Bainum funds affect the applicant?
Organizational Assessment	<ul style="list-style-type: none"> Is the organization's board and leadership representative (e.g., racial, gender, geographic) of the communities they are trying to support through policy change? What community organizing and/or policy change experience does the leadership and/or project team have with the levers they're proposing using? Does this organization have adequate legal and communications funds? How will the financial health of the grantee affect the ability of the applicant to be successful during and past the grant period? What is the fundraising gap they are trying to close? For short-term campaigns or ballot initiative contributions, will they have enough money to win if we come in?
Transparency	<ul style="list-style-type: none"> Are we comfortable about transparently communicating our support for this grantee and the reforms they are supporting or opposing? Pre-990 or before? For project grants, where might the grantee need to disclose us as the funder of their grant (e.g., lobbying, political, ballots)?