



Grant Research Process Template: Buzzwords and Opportunity Scans

The Wyoming Grants Management Office (GMO) developed this template to help organizations follow a structured grant research process that includes:

- » **Step 1:** Brainstorming and refining a list of relevant grant research keywords or “buzzwords”
- » **Step 2:** Conducting grant research using those buzzwords
- » **Step 3:** Capturing identified funding opportunities in a consistent manner using the GMO’s “opportunity scan” format

Note: Organizations are encouraged to adapt this template to capture their unique grant research process. This template is intended as a starting point; organizations may add or remove rows and modify the fields in the opportunity scan table to reflect their priorities or decision-making considerations. For example, some organizations may find it beneficial to add columns to track match requirements or eligible activities.

Step 1: Develop a List of Grant Research Buzzwords

The first step in the grant research process is to develop a focused list of keywords, or “buzzwords”, that will be used to search for relevant funding opportunities for a project. Organizations may find it useful to approach this process in the following ways:

1. Review your project plan, budget, needs assessments, and other relevant planning documents to clarify the core problem being addressed, the full range of activities involved, and the intended outcomes and broader community needs and impacts.
2. Develop a broad list of potential keywords and record them in the table below. As you build your list, consider expanding beyond the most obvious keywords. Strategies for broadening your search terms may include:
 - » Identifying all activities and anticipated outcomes associated with the project;
 - » Defining the communities and populations that will be served or impacted by this project;
 - » Exploring funding opportunities outside of your primary industry or sector, or beyond the funders you are most familiar with; and



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Steps 2 and 3: Conduct Grant Research and Capture Results in the Opportunity Scan Table

After developing your list of buzzwords, the next phase involves using those keywords to identify potential funding opportunities. Organizations may approach this phase in the following way:

1. Using the buzzwords developed in Step 1, search for funding opportunities across a range of sources. This may include:
 - » Wyoming Grants Connect Hub, available at: <https://sbd.wyo.gov/grants/grants-connect-hub>
 - » Federal grant portals, such as Grants.gov
 - » Federal agency websites
 - » State agency websites
 - » Foundation databases and philanthropic websites, such as [Candid](#)¹
2. Consider pairing your buzzwords with additional qualifiers, such as:
 - » Applicant type (e.g., non-profit, local government)
 - » Geography (e.g., rural)
 - » Project stage (e.g., planning, implementation, capital, evaluation)
3. As opportunities are identified, enter them into the Opportunity Scan Table below for further evaluation. For each opportunity identified, consider documenting:
 - » **Funding Program:** The name of the program, as it appears on the program page, as well as a footnote containing the clickable link(s) to the program page for later reference
 - » **Agency:** The name of the federal, state, or local government entity, or private foundation administering the program
 - » **Program Description:** A brief description of the program, such as its overarching goal and eligible activities
 - » **Eligible Applicants:** A list of those who are eligible to apply for funds under the program

¹ Many local libraries offer free Candid access. Find your nearest location with free Candid access here: <https://candid.org/resources/candid-near-you/>



» **Timeline/Process:** The deadline for applications, if available, and/or the process for applying for funds under the program

Funding Program	Agency	Program Description	Eligible Applicants	Timeline/Process
<i>Example: Public Humanities Projects²</i>	<i>National Endowment for the Humanities</i>	<i>Supports public humanities projects on U.S. history, with funding for exhibitions or interpretive programs at historic sites (planning or implementation grants available).</i>	<i>State and local governments, institutions of higher education, federally recognized tribes, nonprofit organizations</i>	<i>Applications are currently open and are due on September 10, 2025.</i>

² <https://www.grants.gov/search-results-detail/358390>; <https://www.neh.gov/grants/public/public-humanities-projects>



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