Before You Begin

- Library Leadership
  - Supports the project
    - Commit the necessary resources
    - Able to keep the promises made

Know what library can and cannot do.
Understand the Costs of Grant Seeking!

- People/Staff
- Time
- Physical space
- Resources

Preparation

- Vision
- Mission
- Profiles: community [who are your constituents?]

- Needs Assessment
  - What does your community want?
  - Who will benefit?
  - What do they need?
  - Why do they want it?
  - When do you need it?
Plan for Success

Design your project FIRST,
with goals, objectives, and outcome
THEN seek funding

Strategic Planning

Many projects are similar

Why you?
What makes yours stands out?
Your Team

No One person can raise the funds.

Dedicated to the entire process:

- Planning
- Project development
- Research
- Writing
- Implementation
- Follow-up

Leader/Reviewer

- Takes Charge
- Final Document
Budget “Rule”

- Underestimate Revenues
- Overestimate Expenses

Need *Realistic* Idea of how much needed to do the project.

**Average Grant:**

$500 – $15,000
Diversify the Number of Grants

- Look for more than one funding source

Sad Numbers

3-1-----10-1
Budget 🚗

What type of support looking for?

Important:

• Make sure your figures match!
  1. Every where in the proposal writing!
  2. Within the funders range
     And not a penny over!

• Overhead minimum/basic amount to seek

Finding the Match!

It’s all about the match!
Think Outside the Box!

Key words

- Broad, specific, related
- Variations on words and synonyms
- Looking at it from all angles
  - Creativity!
Funding Sources

**Government**
- Federal
- State
  - MBLC
- Local

**Private**
- Foundations and non-profits
- Corporations and Corporate foundations
- Organizations and Clubs
- Professional and trade Associations

**Federal Samples**
Government agencies known to have assisted libraries


National Endowment for the Humanities (NEH)

National Science Foundation (science and technology programs)

National Endowment for the Arts (NEA) at [http://arts.gov/](http://arts.gov/)
Finding Funders

• Local: Ask people!

• Research
  – Grants.gov
  – Foundation Center

*Finding Funding Partners

Look for the match:

– Who funds in my area of interest?
– Who funds in my geographic region?
– Who will provide the type of support I need?
*Finding Funding Partners*

Refine the match:

- Has the grantmaker funded organizations like mine?
- How much does the grantmaker give to organizations like mine?

**When Considering a Grant:**

Read and Read and Re-Read the grant.

- Can you meet the stipulations?

Answer the question:

*Is this grant worth the effort and can we meet the requirements necessary to obtain it?*

Think realistically about chances of winning it.

Spend time on long term larger grants if you have limited time and resources.

-----------------------------------------------

It is a Contract!!!
Grantmaker’s guidelines

• Initial contact
  – How do they want to be approached?
    • Telephone call?
    • Letter of inquiry?
    • Full proposal?

• Variations on proposal format
  • Common Grant Application?
  • Funder’s own application form?

• Follow the funder’s guidelines!

Know Your Grantmaker

• Know them inside and out – They expect it!
  – Grantmaker Web sites
    • Note: only 20-25% of funders have a website!
      » Don’t want to spend the money.
  – Grantmaker documents
    • Annual reports
    • Newsletters
    • Guidelines/brochures
    • RFPs
  – News articles
  – IRS filings (Forms 990-PF and 990)
Communicate

Before you submit!
Building a relationship

Discuss your ideas, solicit their input
*Verify deadlines and proposal format
    “Weeding”
Be prepared to discuss your project/organization
    “Elevator speech”
    One sentence statement

Communicate
the good, the bad, the Ugly

• **Call** if run into issue
  • Sooner rather than Later
    – Co-Problem Solvers
  • Partners

• **Keep your reputation!**

• **Invite to a program! Connect.**
Trend in Proposal Reviews

• No time to read every proposals

• Read one of three short places
  • if newer proposal

• Will be read if given $$$ before
  • Cultivate!

Critical Areas

The ‘Ask’ Must be in 3 places:

Budget –
  – Expand the line
    10 laptops vs. 10 laptops instruct 20 students 30 hours per week

Executive Summary

  ~Baby proposal

Cover Letter
Tips

Writing:
Succinct
  Don’t waste words
Passion
  Keep language clear and simple
Use action words
Avoid jargon and acronyms

Tips

Everything must match!

Don’t give more than they ask!
  But give them everything they ask for.
Tips

Name the project
   Memorable - Stands out
Contact info on every page

5 business Days ahead – Wow!

Use Technology Wisely

• Draw new audiences to your cause
• Acquire new donors
• Make donating to your organization easy
• Show that your organization is current and vibrant
• Send targeted communications
• Website
  Important to be up to date!
  – For more information: http://foundationcenter.org/getstarted/guides/technology.html
Where to get Information

• **Grantspace**
  Great place to begin!
  [http://grantspace.org](http://grantspace.org)
  GrantSpace (grantspace.org) is your one-stop shop for information and resources specifically designed for grantseekers.

• **Foundation Centers**
  • [http://grantspace.org/Find-Us](http://grantspace.org/Find-Us)

Very Subjective!

• Badly written get funded!
• Great proposals rejected!
Your Proposal Was Rejected – Why????

• Did not follow the directions
• Typos
• Not within funding range
• Budget Unrealistic
• Poorly written, Hard to understand
• Doesn’t seem urgent or have an impact
• No support or cooperation from partners
• No clear evaluation plan
• No self sufficiency or sustainability

SAY THANK YOU!

• Respond within 24 hours

• Keep in touch