Webinar:

Grant Writing for Success

January 20, 2016

**Q&A with Cheryl Ewing**

I think that most of the questions yesterday were answered in the call but there were a few that I felt might benefit from additional attention.

**kristine kane: Just started writing grants for my festival. I've written 3 grants but have not been successful. Was told they were not strong enough.**

Return to the funders and ask what you might have done to improve your request. Was it that you did not make a strong enough case, did you not communicate well? How many orgs/artists were competing for the dollars, how did you rank in comparison? On your own, find out who was successful and something about their projects. What are you doing that makes you stand out? All of this information helps you to write a better grant in the future and to come to a deeper understanding of the sector and the competition you face.

**Diane Engelstad:Brand new to this, not an arts grant; community projects in support of adults with intellectual disabilities.**

The process is the same. Whether you are writing a grant for a public funder, or a private sponsor. No matter what your focus or your project, the process is the same, the story is different.

**David Friendly:My frustration is after being around for 31 years, not much changes, but we have to repeat the same stuff every year.**

What one thing makes you excited this year? Can you change your language to reflect that - being around for 31 years is something to be excited about! Why do you think you have been able to maintain your place in your community? It might help to talk to some of your audience members to discover how you impact on their lives. I did a research project for Ontario Presents several years ago. In 6 communities, we talked to about a dozen people in one on one interviews for about 50 minutes each finding out about them and their interests and asking them to relate an experience with a performance. It was amazing how much we impact on people’s lives from providing new conversations for spouses, to being a way to ‘test’ a date, to bringing parents and children together. The number of significant memories we create with our presentations is astounding. It provides a good story and illustrates the value and impact of your work. David, give me a call and we can talk about what you can do. 519.579.8564.

**Patricia Silver : We really need core funding for staffing. So what is the best way?**

We talked about this a little bit, but unfortunately, unless you can find operating funding, it is the one thing in our organizations that no one wants to fund. I have never been able to figure out how we are expected to do what we do without staff, but we manage. Include admin costs in all of your grants and where possible identify staff people as essential to the project rather than as core staff. Sometimes that works. For instance, if I have a project manager or the education/outreach person is also an artist, I include in my artistic costs as that is the primary reason I hired that person.

**Tawaila Simmons:should we send thank you letters after submitting whether online or via mail?**

I don’t believe that it is necessary for public funders but it is essential for private ones - foundations and organizations. They are driven by different objectives and want to know that they are appreciated and making a difference. In the case of public funders at the local level, I would be certain to send notes celebrating successes as they happen.

**Patricia Silver :Is the organizational profile template something to exactly fill in and then submit it as prepared or is it just a guideline?**

It is a guideline. The template includes information that you should include. You would not include your entire strat plan, for instance, but the highlights - your goals and objectives. It should be a reflection of your organizational and artistic thinking that feeds all of the writing you do seeking funding.

**Meaghan Underhill: Where should you indicate what the grant will fund? In the budget or in the written answers? Both?**

This varies depending on the grant outline. Some are specific in that they want it outlined in the budget. Others do not provide the opportunity to do so. I would always be specific within my written answers. Something like, your support will allow us to achieve this specific thing, or purchase this item, or hire staff to…