

Grant Writing for Success



January 20, 2016

Cheryl A Ewing Consulting

Reminders:

- You can hear us, we cannot hear you!
- Can't hear?
 - Try turning up your volume
 - Call in by phone or use your computer headphones
- Have a question? Use the Q&A box.

Goals:

Increasing success rates for grant writing

Provide tools to decrease time spent writing grants

Provide arts organizations with an understanding of how to improve relationships with funding agencies

How would you describe your experience in writing grants?

Agenda:

- Timing and the Right Fit
- Language
- Writing
- Submitting
- Organizational Profile

Timing

- Are you ready?
- Are you able to describe your project?
- Do you have a budget? Timeline?
- Can you demonstrate your ability/capacity to complete the project?

The Right Fit

- Funders have objectives
- We have objectives – do they compliment each other?
- Read the funders' Strategic Plans, stated objectives
- Is there a possibility of a fit?
- Talk to a funder representative to clarify

Language and Grants

- Read funding objectives underlining key words
- Use those key words in your application
- Change your language to reflect investment and return
- How does investing in your organization further the objectives of the funder?
- What will be different?

Language and Grants

- Demonstrate your capacity through talking about past projects, your current work as well as your plans
- Avoid the use of jargon. Keep it simple.
- Reflect your own enthusiasm for the project, if you are not excited, how do you expect others to be interested
- Back up your expectations with clear and tangible facts or metrics
- Be concise

Preparation



Gather materials / documents you will need including:

- Letters patent
- Mission, mandate & vision
- Budget (overall & project)
- Project, programming description

Allow time for you to think through your language and for others to review

Preparation – Support Material

Gather materials that demonstrate your artistic work and can be assessed for artistic merit

- Current that has a relationship to your request
- Make certain it is of high quality
- Provide detailed information
- Include info on artists
- Do not assume anything!

Know Your Grant Officer

- Your officer may change, don't assume that they know your organization.
- This is the individual that can help communicate your message to decision makers.
- They exist to increase your success.
- If you are successful it looks good on them.

SO

- Take time to check in prior to writing your grant.
- Make certain nothing has changed in their organization that would impact the approach you take.

Read the Application & the Guidelines

- Pay particular attention to hints provided in guidelines regarding their strategies/goals
- Highlight key words
- Note whether you need signatures of others
- Be certain of the closing date – posted by or received by?
- Note number of copies required

Writing - Things to Remember

- Return on Investment for the funder.
- Use their terminology.
- Have a board member, colleague or friend review your application – the further removed the better if it is a new project.
- Word is your friend.
- Start with the easy, finish with the difficult.
- Make notes as you go.

Writing – Check List

- Goals & Objectives
- Need – what compelled you to design this project? What needs do you meet in your community?
- What impact do you anticipate?
- How will you evaluate your success?
- Tie Needs, Impact and Evaluation together
- What resources & capabilities do you bring?
- Is your budget reasonable?

Writing – Check List

- Short is good. Short words, short sentences, short paragraphs
- Include white space as much as possible
- Careful use of bold, underlining, italics to highlight important information
- The first sentence in each paragraph is the key one
- Do not use jargon or acronyms
- Use active writing

Writing – Check List

- Spell check – good idea to use Word and then copy and paste
- Make certain that your writing is not cut off due to character or word limits
- Are you within word counts?
- Are you within page counts?
- Have you defined abbreviations?
- Have you answered the question!

Make the Case

Tell a story. Be conversational.

You want to tell a compelling story supported by statistics.

Be realistic. If you wish to increase your audience by 10 don't suggest 100.

It can be simpler to think in terms of %

Financials - Things to Remember

- Note where you are required to provide details.
- Keep a copy of your budget for your use that contains notes related to each line i.e. This number includes photocopying, postage and letterhead. It will be helpful if you are asked for explanations.
- As you fill out the budget, keep a Financial Notes document handy so you are explaining each line as you enter it. This should be submitted as part of your grant.

Financial Notes

ORGANIZATION Y

Note that there have been budget changes reflecting confirmation of grant amounts. We have had to adjust to a decrease in anticipated funding from OAC and Canada Council as a funding stream we have accessed for all of our recent events is under review and thus not currently available.

We have been building our private funding through foundations, sponsorships, individual donations and a first time fundraising event.

With our expanded programming we have adjusted our anticipated box office revenues to be higher. We are confident that we can achieve our targets based on collaboration marketing underway with ~~another~~ organization.

Line 13 & Lin3 65: In-kind Funding \$6,500.00

Marketing Design \$5,000 (value based on historical payments for design fees)

Facility Rental \$1,000

Supplies for outreach ~~Home~~ Hardware \$500

Line 45: Other presentation Expenses \$1,200

Documentation \$1,000

SOCAN \$200

Line 46: Promotion Expenses \$12,900

Print Advertising \$5,900.00

Internet Ads, Maintenance and fees \$1,500.00

Distribution \$1,000.00

Signage ~~\$500.00~~

Program \$4,000.00

Line 66: Other Expenses \$3,200 - fundraising

Review

Have someone NOT in your organization read your proposal.
Did they understand your story?
Did they have questions?
Did language get in the way, i.e. acronyms, or 'internal' language?

Submitting

Check the page numbers – do you have all of the pages?

Keep a hard copy as well as electronic – you want backup.

Make a note of any materials submitted.

Include a short cover letter and use to emphasize positive or challenging things that may have resulted in a change of approach.

Use the Check List!

Organizational Profile

- A document that contains all the key information likely to be required for a grant application
- Maintains a central repository of key information often required for writing grant
- Increases effectiveness while cutting down on time spent on grant writing – updated annually means one source document that is always current and saves time.

Questions?

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Resources

<http://www.artsbc.org/resources/for-organizations/grants-and-fundraising/grant-writing>

<http://www.torontoartscouncil.org/grant-programs/how-to-apply-tips-and-tools/top-ten-grant-writing-tips>

<http://www.sloan.org/apply-for-grants/tips-for-writing-a-successful-grant-proposal/>

<http://canadacouncil.ca/~media/files/grants%20prizes%20-%20en/cross%20disciplinary/preparingagrantapplication.pdf>

Feedback Survey Link

<https://www.surveymonkey.com/r/2W8SVDM>

Next Session

Wednesday, January 27th, 2016
1:00pm EST, 2:00pm ADT

How Do I Find an Audience?

[Sign up now!](#)