Slide 1

Welcome to Grant Writing Demystified – beginning course

Slide 2

I'm Susan, Outreach Librarian at the WSL

20 years ago, working for a small nonprofit, went through training with the Grantsmanship Center. Have managed grant contracts, written grants, sat on grant committees, etc. At the WSL am one of the two LSTA coordinators

Before we start Do you have specific questions you're hoping to get answered today? What is your comfort level with grants?

Slide 3

Even though the proposal is but the tip of the iceberg, This is a basics workshop, and we're going to focus primarily on the proposal itself NOT going to cover:

- Where to find money
- Partnerships
- In-depth evaluation such as logic models

Slide 4

What is a grant? Free money!

Slide 5

But it's free as in kittens, not as in beer. There's care and feeding involved – writing, managing, evaluating, turning in reports, finding matching funds & in-kind

Grants are easier for introverts…but individual donations from Friends/Foundation side and local funding on the library side need to be your bread/butter. Grants are not the biggest source of funds out there, and it's better for one-time or pilot projects

Slide 6

Not a good idea to chase money.

Wrong way to approach funding – hey, there's money available! What can we do with it? Makes the priority whatever funding is dangling in front of you rather than what most needs to be done.

Right way – know what the need is, determine what the solution would be IF you had money, find the money

Slide 7

I have but three rules

Slide 8 – WOOT! You're done!

Slides 9 & 10

Have seen different breakdowns of proposals. This one what I learned from the Grantsmanship Center. We'll go into each of these components. Your grantor may ask for it in a different way, different order. Think of these components as the information you need to include somehow

Slides 11 & 12

Intro – people give to successful organizations. Prove you can do it

Slides 13 & 14

NEED – everything flows from this. If you define it clearly, you can:

- Decide if you're right for the job
- Decide what things SHOULD look like

- Develop a program to change the world
- Find a funder aligned with your vision

Need should answer "so what," but don't make your need too hopeless

Slide 15

for hard data call STATMAN

Slides 16 & 17

Objectives – you & funder are aligned. Both want to see the same change in the world.

Might be called outcomes, goals

Slides 18 & 19

Methods – here's where we all breathe a sigh of relief.

Might be called inputs or something else

Include ALL resources needed, including in-kind staff/volunteer time

Slides 20 & 21

Evaluation – build it in from the beginning

Not just a have to do, it's for YOU

- Tweak programs
- Prioritize
- Market yourself
- Credibility for future grant apps

Slides 22 & 23

Sustainability – no one wants to adopt you

Slides 24 & 25

Budget – DO NOT UNDER- or OVER-ASK

Pro tip – go through your methods section and highlight everything that will need money, space, personnel, supplies & make sure it's accounted for

Slides 26 & 27

Summary – goes back at the top, your chance to convince them. I like to start with the NEED, although some recommend starting with credibility

Slide 28

The logic of it all

Slide 29

Supplemental materials include…

Slide 30

Letters of support – stronger if supporters say they'll DO something and/or touch on why you have credibility and not just say it's a great idea

Slide 31

PROOF, PROOF, PROOF

Give to someone else to proof – your eyes will glaze over mistakes if you've been working on it.

Print it out!

Slide 32

Give it to someone who knows nothing about your project and see if it confuses them.

Slide 33

Regardless of decision, reach out to funder

- Say thank you and you look forward to the project, OR
- Ask how you might have done better

Slide 34

Questions?