Grant Writing Demystified

Wyoming Library Association
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Presenter:

Susan Mark
Wyoming State Library Outreach Librarian
susan.mark@wyo.gov
(307) 777-5915

(Bear not included.)
FREE!
... as in kittens, not as in beer
Wrong way:

Funding → Project

Right way:

Need → Solution → Funding
Susan’s three rules:

1. Make sense
2. Follow directions
3. Communicate
Elements of a grant proposal:

Summary – write LAST

1. Introduction
2. Need statement
3. Program objectives

From The Grantsmanship Center
Elements of a grant proposal:

4. Methods
5. Evaluation
6. Future funding
7. Budget

From The Grantsmanship Center
Intro = YOU

Image: Highsmith, Carol M., 1946- Carol M. Highsmith Archive. Library of Congress Prints and Photographs Division
Introduction

• Who you are
• Past successes
• Why are you the PERFECT organization to tackle the problem?
Need = PROBLEM

Pro tip: It’s not about you.

Goshen County Library
Wyoming Snapshot Day 2019
Need statement

• Compelling: “So what?”
• Detailed and specific
• Both hard and soft data
• Beneficiary-focused
Nana nana nana nana STATMAN:

Thomas Ivie, WSL Research & Statistics Librarian

thomas.ivie@wyo.gov • (307) 777-6330
Objectives = CHANGE
Objectives

• Are not methods
• Stated in terms of beneficiaries
• SMART
Methods = TASKS
Methods

- **What will you do?**
- **Who will do it?**
- **What resources are needed?**
Evaluation: TESTING
Evaluation

• Did it work?
• How do we know?
• Speaks to objectives
• Is for YOU
Future Funding: SUSTAINABILITY
Future funding

• One-time project?
• Individual fundraising?
• Absorb into budget?
Budget: RESOURCES
Budget

• Matches methods
• Cash and in-kind
• Ask for enough
• CHECK NUMBERS!
Summary = ELEVATOR SPEECH
Summary

• Brief
• Compelling story
• Touches on credibility, problem, objectives, methods, cost
Convince them:

PEOPLE in our community NEED something. We have a PLAN and are the PERFECT organization to fix this if only we had the FUNDS.
Supplemental materials

- 501(c)3 letter for Friends or Foundation
- Financials
- Key personnel
- Letters of support
Letters of support vs.
PROOFREAD!
Would the average person understand it?
You got it! (Or didn’t...)