GRANT WRITING 2019

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TIPS & TRENDS

Information from the experts to help you succeed!
Compared to the same period in the prior year, **53%** of respondents applied for more grants and **44%** were awarded more grants. In addition, **41%** reported the receipt of larger awards.

Applying for at least three grant awards increased the frequency of winning an award: only **6%** of organizations that submitted three to five applications won no awards.

The median largest award from non-government funders was **$35,000**.

The median largest award from government was **$223,450**.

Larger annual budget organizations consistently reported larger award sizes. The median size of the largest individual award ranged from about **$7,350** for small organizations to **$1 million** for extra-large organizations.

Award sizes varied by organizational mission focus. The median size of the largest individual award ranged from **$10,000** for Animal-Related organizations to **over $1 million** for Educational Institutions.

Read more: https://grantstation.com/state-of-grantseeking
69% of respondents reported grant funding as comprising 11% or more of their annual budget

94% of respondents who applied for 3-5 grants won an award

The greatest challenge is still the lack of time and staff

Collaborative grantseeking is trending, “37% percent of those respondents that did submit a collaborative grant application reported winning an award.”

TIPS FOR SUCCESS

1. People
2. Planning
3. Priorities
4. Purpose
5. Pursuit
6. Partnerships
7. Passion, Positivity, & Persuasion
8. Precision
9. Pitch
10. Perseverance

Reference: Winning Grants by Pamela MacKellar and Stephanie Gerding, pages 139-144
MORE TIPS FOR SUCCESS

- Don’t neglect the evaluation or reporting
- Under promise, over deliver
- Replace “hope” with “will”
- Don’t be afraid to ask for help
- Create clear goals and objectives
- Funders aren’t necessarily experts or users
TOP REASONS PROPOSALS ARE **DENIED**

1. Proposal does not meet the funder’s priorities
2. Proposal does not follow the required format/directions
3. Poor writing or language choice, difficult to understand
4. Objectives and plan exceed budget and timeline
5. Not clear if the project can become self-sufficient
6. Proposal is more about the stuff than the project

*If you are denied, don’t get discouraged! It happens to everyone! Thank the funder, ask for feedback, and keep applying!*

References: Diane H. Leonard, GPC; Eli Guinnee and Erica Freudenberger
PERSUASIVE WRITING TIPS

✧ Consider/know your audience
✧ Follow directions explicitly
✧ Write for specificity & clarity
✧ Establish credibility
✧ Appeal to hearts and minds

References: https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/grant_writing/index.html or https://owl.purdue.edu/owl/teacher_and_tutor_resources/teaching_resources/effective_persuasion_presentation.html
PROPOSAL WRITING

- First ask yourself: do I have enough time to complete the project?
- Finding the right fit is critical!
- Tell the funders why they should care about you
- What specific need are you addressing? Back with facts and stats
- Applications are moving to an online format
- Types of questions should be pretty similar across the board

Watch the FREE On-Demand Webinar: https://grantspace.org/training/introduction-to-proposal-writing-3/
WORKING WITH BUDGETS

◊ Funders want to see the true cost of the project
◊ If you know your project, you can plan your budget!
◊ Some funders look at the budget, first!
◊ Everything in the proposal should be included
◊ Don’t lowball your in-kind costs, be honest and clear

Watch the FREE On-Demand Webinar: https://grantspace.org/training/introduction-to-project-budgets/
RESOURCES

Print and Online!
PRINT & ONLINE RESOURCES

- The ALA Book of Library Grant Money A20517874471
- Collaborative Grant-Seeking A20519409581
- The Complete Guide to RFPs for Libraries A20519410192
- Go Get That Grant! A20519427369
- Grant Money Through Collaborative Partnerships A20518182704
- Winning Grants A20519403747
- Crash Course in Library Budgeting & Finance A20519409785
- Crash Course in Time Management for Library Staff A20519409743
- Financial Management for Libraries A20519409620

Online: https://www.flls.org/grants/
SPECIALTY GRANTS

Just for you!
For the 2019-2020 grant year, $6,000 is available for mini-grants and each member library may apply for up to $350. The mini-grants may be used to purchase supplies and materials to support the library’s early literacy work.

**Application Deadline:** Mid-December 2019

[https://www.flls.org/earlyliteracy/](https://www.flls.org/earlyliteracy/)

Contact Nora Burrows: [nburrows@flls.org](mailto:nburrows@flls.org)
CONSTRUCTION GRANTS

◊ The minimum grant award is $2,500, for a minimum total project cost of $5,000. There is no maximum award, but there is a finite pool of money available to split between applicants.

◊ Application Deadline: September/October

◊ https://www.flls.org/grants/construction/

◊ Contact Kristi Downham: kdownham@flls.org
Do you have an idea for an outreach project but lack funding? Member libraries in our service area can apply for an Outreach Mini-Grant. Awards range from $250-$5,000.

**Application Deadline:** March 20, 2020

[https://www.flls.org/outreach/#minigrants](https://www.flls.org/outreach/#minigrants)

Contact Jenny Shonk: jshonk@flls.org
This grant cycle was inspired by the Bernard Carl and Shirley Rosen Library Fund which seeks to promote genuine intellectual curiosity and a lifelong love of reading and learning, by promoting greater and easier access by youth to local libraries.

Application Deadline: Early 2020

cftompkins.org/granting/grant-opportunities

Contact Janet Cotraccia: jcotraccia@cftompkins.org
QUESTIONS?
Special thanks to all the people who made and released these awesome resources for free: Presentation template by SlidesCarnival and Photographs by Unsplash.