



GRANT WRITING

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TIPS & TRENDS



*Information from the experts to
help you succeed!*

-

TIPS FOR SUCCESS



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

Specific

S
G

What
do you want
to do?

Measurable

M
O

How will you
know when
you've
reached it?

Achievable

A
A

Is it in your
power to
accomplish it?

Realistic

R
L

Can you
realistically
achieve it?

Timely

T
S

When exactly
do you want to
accomplish it?

Image taken from: <https://imageimpact.org/set-smart-goals-for-success/>

Reference: www.bpcc.edu/grantsexternalfunding/goalsobjectives.html

PERSUASIVE WRITING TIPS



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

References: <https://owl.english.purdue.edu/owl/resource/981/1/>, <https://owl.English.purdue.edu/owl/resource/981/04/>,
<https://owl.english.purdue.edu/owl/resource/696/1/>, <http://ncfy.acf.hhs.gov/news/2013/06/right-money-ten-tips-writing-persuasive-grant-proposal>

TOP REASONS PROPOSALS ARE **DENIED**



1. Proposal does not meet the funder's priorities
2. Proposal does not follow the required format
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

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

WHAT IF I AM DENIED?



- ◆ Don't worry, it happens to everyone!
- ◆ Thank the funder
- ◆ Ask for feedback
- ◆ Keep applying! You've got this!



RESOURCES



Print and Online!

PRINT AND ONLINE RESOURCES



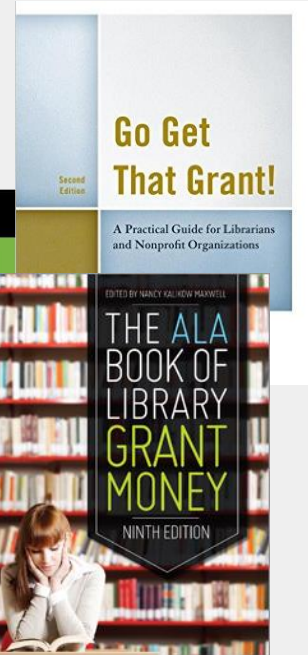
◆ *Winning Grants* by MacKellar and Gerding
A20519403747

◆ *The ALA Book of Library Grant Money*
A20517874471

◆ *Go Get That Grant!* By Staines
A20519427369

◆ Don't forget about the rest of the
professional collection!

◆ fls.org/grants





PEER REVIEW



*Let's practice!
Now you are the reviewer!*

PEER REVIEW PRACTICE



- ◆ Look at your proposal with your partner
 - ◆ Use the attached score sheet
- ◆ Strengths, weaknesses, would you fund?

Keep this activity in mind when writing your own proposal!





SPECIALTY GRANTS



*Grants just for
member libraries!*

ROSEN GRANTS WITH JANET COTRACCIA



◆ The Bernard Carl and Shirley Rosen Library Fund seeks to promote genuine intellectual curiosity and a lifelong love of reading and learning by encouraging youth to develop habits of regular library use. Tips and information about previous grantees available online.

◆ **Application Deadline:** January 2018

◆ cftompkins.org/granting/grant-opportunities

◆ jcotraccia@cftompkins.org



CONSTRUCTION GRANTS WITH KRISTI DOWNHAM



◆ 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:** Late Summer/Early Fall

◆ flls.org/grants/construction

◆ kdownham@flls.org



OUTREACH MINI-GRANTS WITH JENNY SHONK



◆ 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 23, 2018

◆ flls.org/outreach/#minigrants

◆ jshonk@flls.org





Thank
you!

A follow-up, including slides and links, will be
emailed to you after this session.

CREDITS



Special thanks to all the people who made and released these awesome resources for free:

- ◆ Presentation template by [SlidesCarnival](#)
- ◆ Photographs by [Unsplash](#)

A blurred background image showing three people in a meeting. On the left, a man with a beard is partially visible. In the center, a woman with long dark hair and a white top is looking down. On the right, another woman with blonde hair is visible. They appear to be sitting around a table with a laptop and some papers.

OPTIONAL:

Janet, Jenny, and
Kristi are available
to answer your grant
questions!