



# GRANT WRITING

**Jenny Shonk**

Continuing Education & Outreach Librarian



The background of the image consists of several US dollar bills, including a \$100 bill on the left and a \$20 bill on the right. The bills are slightly out of focus, creating a sense of depth. A central brown square with a white border contains the text.

# SPECIALTY GRANTS



*Just for you!*

# FAMILY LITERACY MINI-GRANTS



◆ For the 2018-2019 grant year, \$7,000 is available for mini-grants and each member library may apply for up to \$400. The mini-grants may be used to purchase supplies and materials to support the library's early literacy work.

◆ **Application Deadline:** December 14, 2018

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

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



# COMMUNITY FOUNDATION GRANTS



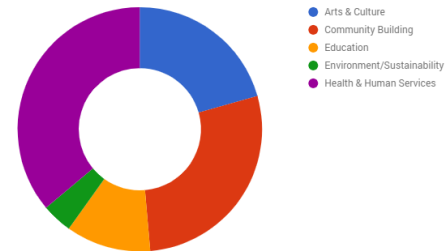
◆ This grant cycle was inspired by the Bernard Carl and Shirley Rosen Library Fund which seeks to promote genuine intellectual curiosity and a lifelong love of reading and learning, by promoting greater and easier access by youth to local libraries.

◆ **Application Deadline:** January 2019

◆ [cftompkins.org/granting/grant-opportunities](http://cftompkins.org/granting/grant-opportunities)

◆ Contact Janet Cotraccia: [jcotraccia@cftompkins.org](mailto:jcotraccia@cftompkins.org)

Grantmaking by Area - Since Inception



# OUTREACH MINI-GRANTS



◆ 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 22, 2019

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

◆ Contact Jenny Shonk: [jshonk@flls.org](mailto:jshonk@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:** Late Summer/Early Fall

◆ [flls.org/grants/construction](https://flls.org/grants/construction)

◆ Contact Kristi Downham: [kdownham@flls.org](mailto:kdownham@flls.org)







# TIPS & TRENDS



*Information from the  
experts to help you succeed!*

# TRENDS IN GRANTSEEKING



- ◆ 61% of respondents reported grant funding as comprising **10%** or more of their annual budget
- ◆ 63% of organizations that submitted just **1** grant application won an award
- ◆ Applying for **3-5** grants increases the frequency of winning an award to **89%**
- ◆ The greatest challenge is still the **lack of time and staff**

The Spring 2018  
State of  
Grantseeking™  
Report





# 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

# 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
- ◆ Professionalism is key

# PERSUASIVE WRITING TIPS



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

# 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

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





# WRITING ACTIVITY



*Think  
S.M.A.R.T.!*

# WHAT IS YOUR GOAL?



- ◆ A goal is a **broad, general** statement of what you want to do.
- ◆ Objectives are the **exact** steps taken to achieve a goal.
- ◆ Think S.M.A.R.T. when writing your goals and objectives!



# 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!* By Staines A20519427369
- ◆ *Grant Money Through Collaborative Partnerships* A20518182704
- ◆ *Winning Grants* A20519403747

## See also:

- ◆ *Crash Course in Budgeting & Finance* A20519409785
- ◆ *Financial Management for Libraries* A20519409620

## Online:

- ◆ [www.flls.org/grants](http://www.flls.org/grants)





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



*Special thanks to all the people who made and released these awesome resources for free: Presentation template by [SlidesCarnival](#) and Photographs by [Unsplash](#).*



# OPTIONAL:

Janet, Jenny, Kristi,  
Nora, & Sarah are  
available to answer  
your grant questions!