



GRANT WRITING 2019

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TIPS & TRENDS



*Information from the
experts to help you succeed!*



The 2019 State of Grantseeking Report



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**.

Read more: <https://grantstation.com/state-of-grantseeking>



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.

2019 STATE OF GRANTSEEKING REPORT



- ◆ 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

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!*

PERSUASIVE WRITING TIPS



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

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

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

The background of the entire image is a dense, overlapping collage of numerous open books. The pages are mostly off-white or light beige, with some showing signs of age and wear. The text on the pages is small and mostly illegible, but the overall effect is one of a vast library or a treasure trove of information. The books are arranged in a way that creates a sense of depth and texture, with pages from different volumes visible at various angles.

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/>

A bouquet of yellow sunflowers with green stems is positioned on the left side of the image. The background is a dark, textured wooden surface. In the center, there is a brown rectangular box with a white border containing the text 'SPECIALTY GRANTS'. Below the text is a small decorative separator consisting of three circles and a diamond. At the bottom of the box is the phrase 'Just for you!'. To the right of the box, there is a striped cloth and a wooden cutting board with some dark, possibly chocolate, items on it. Yellow petals are scattered around the base of the flowers and the cutting board.

SPECIALTY GRANTS



Just for you!

FAMILY LITERACY MINI-GRANTS



◆ 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/>

◆ Contact Nora Burrows: 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



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 20, 2020

◆ <https://www.flls.org/outreach/#minigrants>

◆ Contact Jenny Shonk: jshonk@flls.org



COMMUNITY FOUNDATION GRANTS

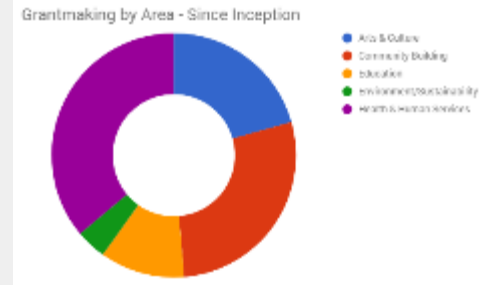


◆ This grant cycle was inspired by the Bernard Carl and Shirley Rosen Library Fund which seeks to promote genuine intellectual curiosity and a lifelong love of reading and learning, by promoting greater and easier access by youth to local libraries.

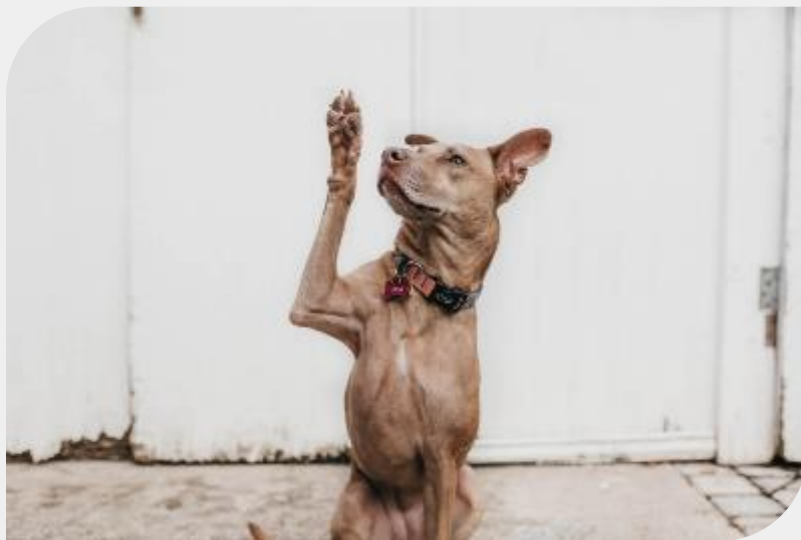
◆ **Application Deadline:** Early 2020

◆ 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](#).