PRESENTER NOTES

Tips for Success:
- People: "not about getting money or items on a wish list. Funders want to make a difference in the lives of people."
- Planning: "program for change, not a list of wants. You must have a detailed plan that describes exactly where you are going and how you will get there."
- Priorities: IN KIND! "If a library is willing to dedicate a portion of funds and staff hours to the proposed project, this signals a legitimate priority, rather than chasing grant dollars."
- Purpose: "Your project should not just be a good idea, <u>but meet a true need in your community</u>."
- Pursuit: "Do your research and don't forget to look locally for grant funding. <u>Get out of the library</u>."
- Partnerships: "Community partners, such as public agencies, businesses, or service groups, can help add validity to your proposal." Depends on project. Letter of support. Relationship with funders.
- Passion, Positivity, & Persuasion: "Provide fact-based, verifiable statements, but include the passion you feel for the people you serve. A good attitude will go a long way."
- Precision: "Follow the guidelines explicitly and answer all questions."
- Pitch: Elevator pitch. "Let everyone know that you are looking for funding and pitch your grant projects."
- Perseverance: "Keep trying; it is all a learning process. No one is ever 100% successful, but libraries have a lot of advantages in the grant world, so keep writing."

Taken from Winning Grants by Pamela MacKellar and Stephanie Gerding, pages 139-144

Tops Reasons Proposals Are Denied
- Poor writing language choice: difficult to understand conversational, jargon, or too complex.

Persuasive Writing Tips
1. Questions to think about… What does your audience want? How does your topic relate to them? How will the grant benefit them? Does your project align with their goals?
2. Be very careful to complete application correctly, did you miss anything? Ask someone to proofread.
3. Exclude extraneous information, avoid vagueness, and develop specific needs and goals – your audience should know what you are asking of them, understand exactly what you are trying to say
4. Cite credible sources, avoid jargon, and use professional language (no slang).
5. Use facts, yes, but also use anecdotes where appropriate and show why you are passionate about this topic.

Outreach Mini-Grants
- Your project must serve a vulnerable population.
- COSAC (Coordinated Outreach Services Advisory Council) selects recipients.
- The 2020-2021 grant cycle is now open and all documents are online.
- Application has been slightly updated. The numbering is different because a new questions was added as per a request from COSAC: City/Town/Village.
- Follow directions and fill out the application completely. Ask for clarification, if needed.
- Remember that COSAC members are not likely from the library world and they don't necessarily use your library, be very clear.