

# Library Grant Writing 101

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**LibraryLinkNJ,  
The New Jersey Library Cooperative**



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## Ground We Will Cover

You will learn how to:

- apply the basic process of grant work;
- develop grant projects based on community needs and library planning;
- identify the types of grants and where to easily locate grant opportunities;
- be excited & motivated about grant work!

What are you hoping to get out of today's discussion?

**It's all about people.  
Not money.**

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Poll:  
Have you written a grant  
proposal?

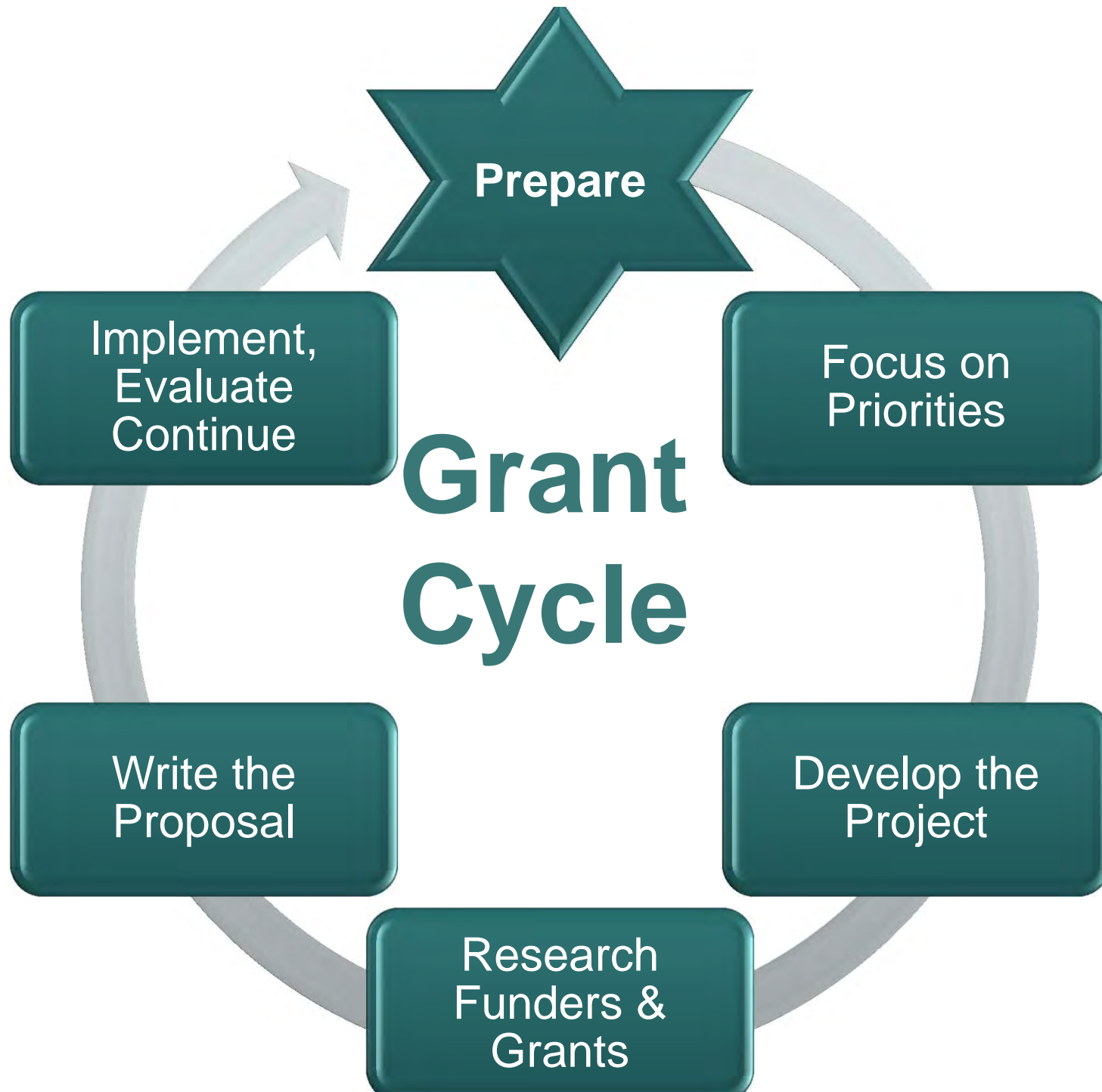


## New to grant work?

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Grant work involves four things librarians are great at:

- finding information,
- answering questions,
- serving the community, and
- building relationships.



# Understanding the Process





# Wishing, Dreaming, Hoping, Planning

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- What are your 3 wishes?
- Envision a better future - make the choices.
- Who will be changed & how?

“A goal is a dream with a deadline.”

-Napoleon Hill, early American author of personal success

# Organizing the Grant Team

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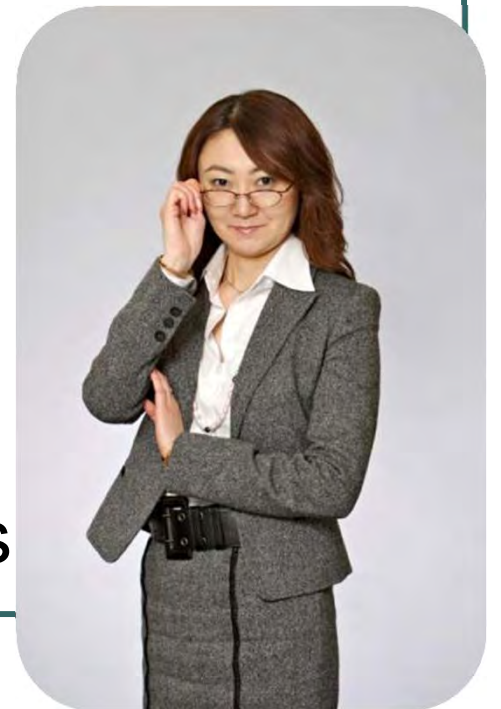
- Fundamentals of Teamwork
- Elevator Speech
- Use Volunteers!
- Grant Coordinator



# Ongoing Grant Coordinator Responsibilities

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- Monitor overall progress of grant team
- Maintain schedule/timelines
- Schedule meetings, activities and assign responsibilities
- Keep all leadership updated
- Communicate and provide support
- Move budgets and proposals through channels of approval
- Oversee submission of grant proposals



# Grant Cycle

Prepare

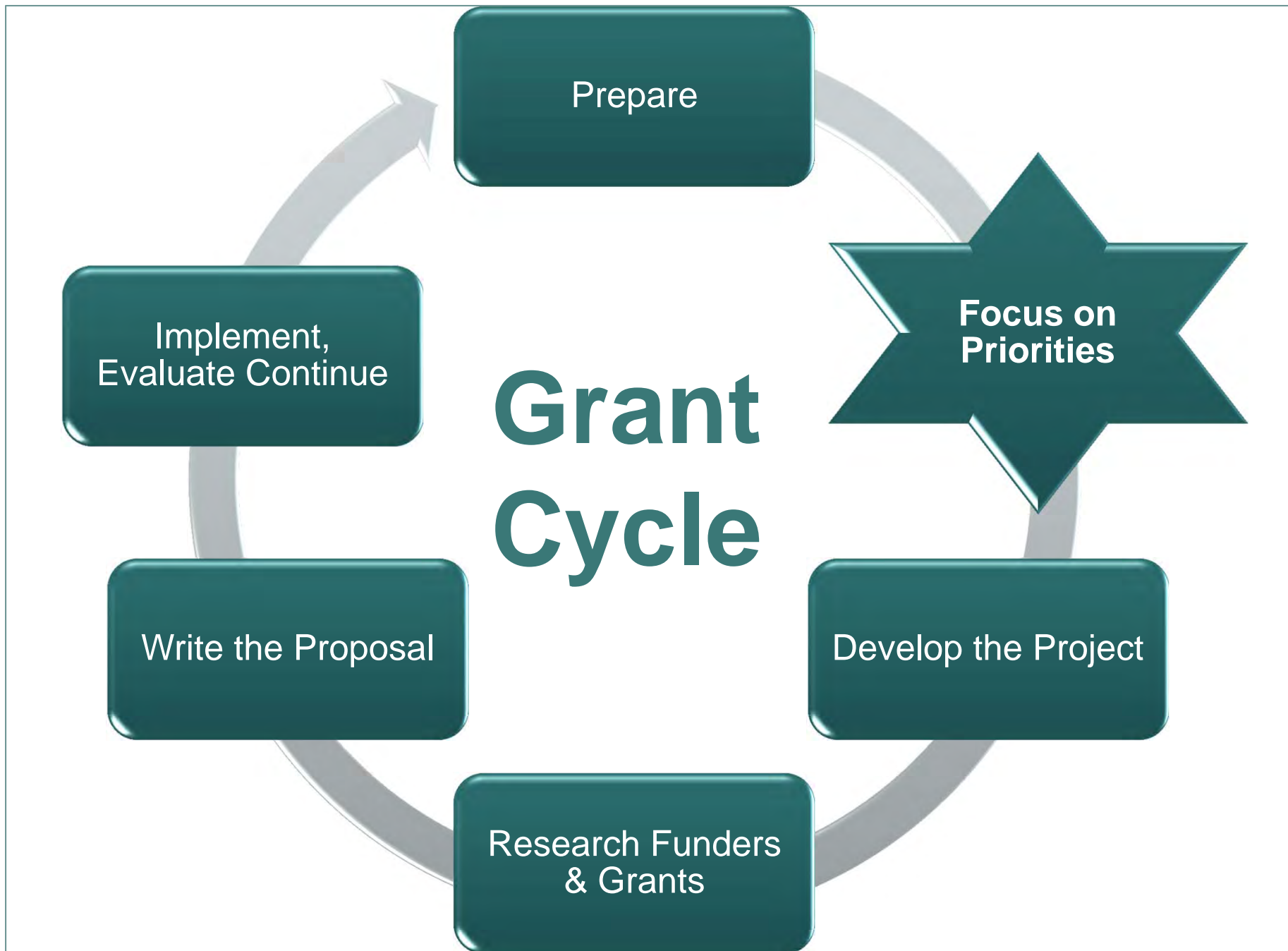
Implement,  
Evaluate Continue

Write the Proposal

Research Funders  
& Grants

Develop the Project

Focus on  
Priorities



**PLA's Strategic Planning for Results  
Scenario Planning  
Appreciative Inquiry**




**Creating a Strategic Plan**

# Needs Assessment

**Public records** **Focus Groups**  
**interviews** **current issues**  
**surveys**

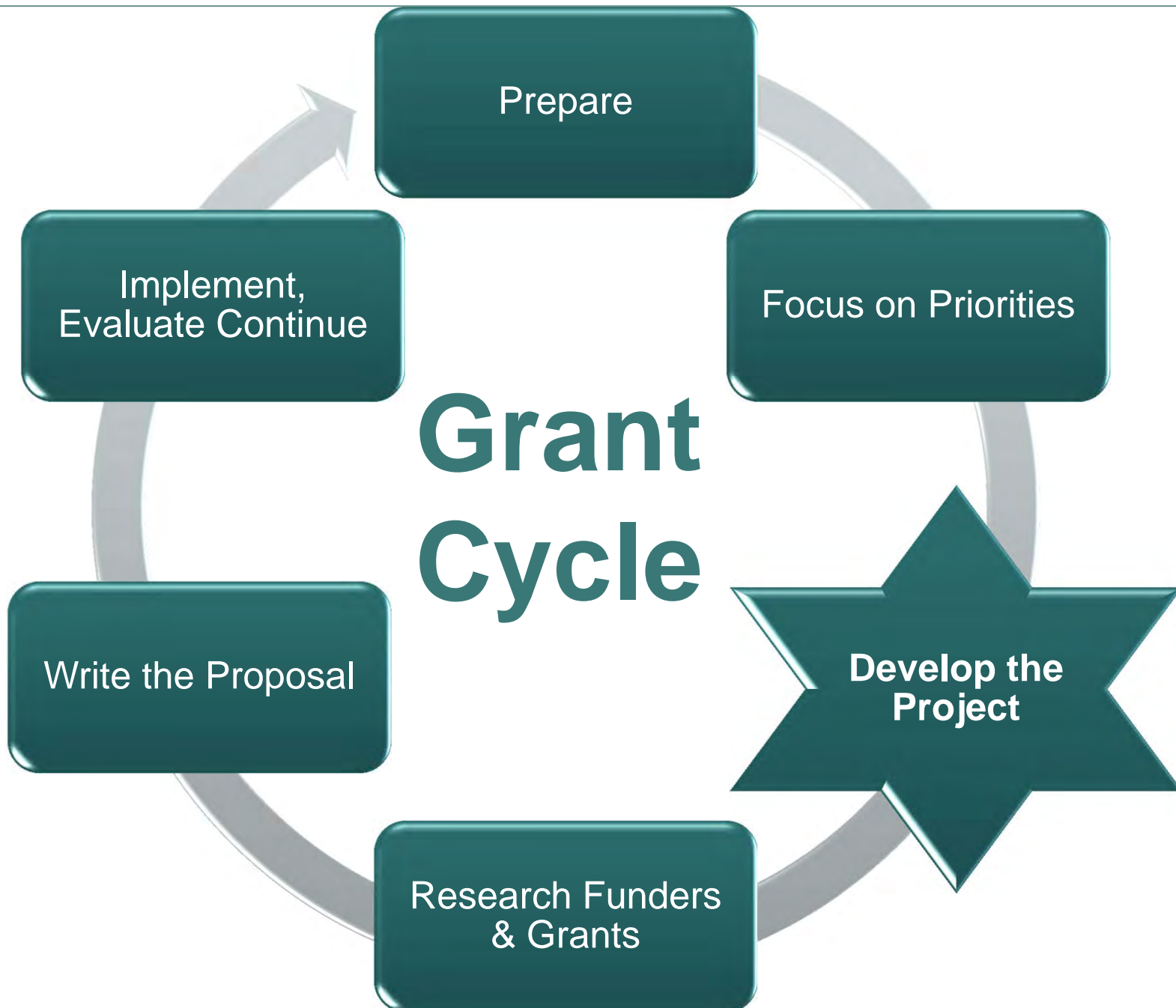


A photograph of a beach scene. In the foreground, the word "SUCCESS" is written in large, capital letters in the sand. The letters are formed by dark, wet sand, suggesting they were written recently. The background shows a sandy beach leading to the ocean. Waves are breaking against a rocky shoreline on the left and a single rock in the distance on the right. The sky is bright and clear.

The fastest way to success is by planning.  
Prioritize needs & write it all down.

SUCCESS

# Grant Cycle







## Discovering and Designing the Grant Project

- **Begin with Strategic Plans and Needs Assessments**
- **Creative Brainstorming**
- **Community Involvement**
- **Defining and Planning Possible Projects**



## It's About People...

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- Grant project = the answer to a compelling issue that exists in your community.
- How can you help solve this issue?
  - literacy, job seeking skills, educational support, school drop-out rates, provide safe place, close digital divide, health issues

# What Makes a Good Project?



# What Makes a Good Project?

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- Addresses community needs
- Offers something new, innovative, or creative
- Offers a model that can be replicated
- Maximizes your resources
- Has tangible outcomes or products
- Has a reasonable budget and realistic timeline
- Includes community partners
- Has SMART objectives
- Has an evaluation plan that measures progress
- Causes a change in behavior, attitude, skill, life condition or knowledge
- Sustainable

# Planning the Project





# Outcome Based Evaluation

- **Outcome = Impact** on end user
  - Behavior
  - Attitude
  - Skills
  - Knowledge
  - Condition/state
- Know where you started.
- Are you spending resources on projects and programs that are making a difference?

# Success Stories



**Roscoe Orman!**

**Gordon from Sesame Street**

Known to millions for nearly thirty years as "Gordon" on the highly acclaimed PBS Children's television series Sesame Street. Be here for fun and music for the whole family. Please Register



Appearing at the following locations:

Point Pleasant Boro 732-295-1555  
**F,GH-10/17, 10:00am, Saturday**

Little Egg Harbor 609-294-1197  
**F,GH-10/17, 2:00pm, Saturday**

Toms River 732-349-6200  
**F,GH-10/17, 6:00pm, Saturday**



Toms River 732-349-6200

**Westminster Jubilee Singers**  
**F-11/14, 2:00pm, Saturday**

A multicultural, multiracial and interdenominational choral ensemble composed of students from Westminster Choir College of Rider University in Princeton, N.J. Its diverse repertoire includes a wide range of African-American music and secular songs by musical greats such as Duke Ellington, Patti LaBelle and Quincy Jones as well as works by non-African-American composers, including George Gershwin, Robert Shaw and more. Please Register 732-349-6200

**Celebrate the 40th anniversary of the Coretta Scott King Book Awards!**

**F,T,GH** Author Visits, Book Discussions and More! Please check your local branch and our website at [www.theoceancountylibrary.org](http://www.theoceancountylibrary.org) for further details.



Ocean County Library - Connecting People, Building Community / [theoceancountylibrary.org](http://theoceancountylibrary.org)



# Neighbors Connecting

Ocean County Library 2009-2010  
Cultural Programs & Events

Made possible in part by an **OCEAN FIRST** Foundation Arts and Cultural Grant

# Takin' it to the Street Soul Street

Dance Company



The hyper-kinetic Soul Street Artists use street dance, rhythm poetry, and drama to tell the history and culture of Hip-Hop.

**JUN. 3** 3:00pm  
**LAKEWOOD BRANCH** 732-363-1455  
For Adults, Families, Teens  
7:00pm  
**TOMS RIVER BRANCH** 732-349-8200

The Ocean County Library Foundation is pleased to announce that it is a recipient of an OceanFirst Foundation Arts and Cultural Grant. The Ocean County Library has a rich history of hosting cultural programs. In 2009-2010 the tradition will continue with the new line-up "Neighbors Connecting", a series of programs and events to celebrate the many rich communities of Ocean County. This two-year series is made possible in part by the generous sponsorship of an OceanFirst Foundation Arts and Cultural Grant and with funding from Ocean County Library Foundation and the Ocean County Library.

Additional Partners: OCC-Office of Multicultural Services and Toms River Branch, N.A.A.C.P.  
Please take your free copy of the exciting Cultural Programs and Events guide!



OCEAN COUNTY LIBRARY  
Connecting people, Building Community  
[theoceancountylibrary.org](http://theoceancountylibrary.org)



## Project Planning Worksheet

1. Describe your project in one sentence. Include what you will do, where, why, and with whom.

2. List keywords that describe your project.

3. Describe the need in your community or the issue your project will address.

4. Identify the target audience for the project.

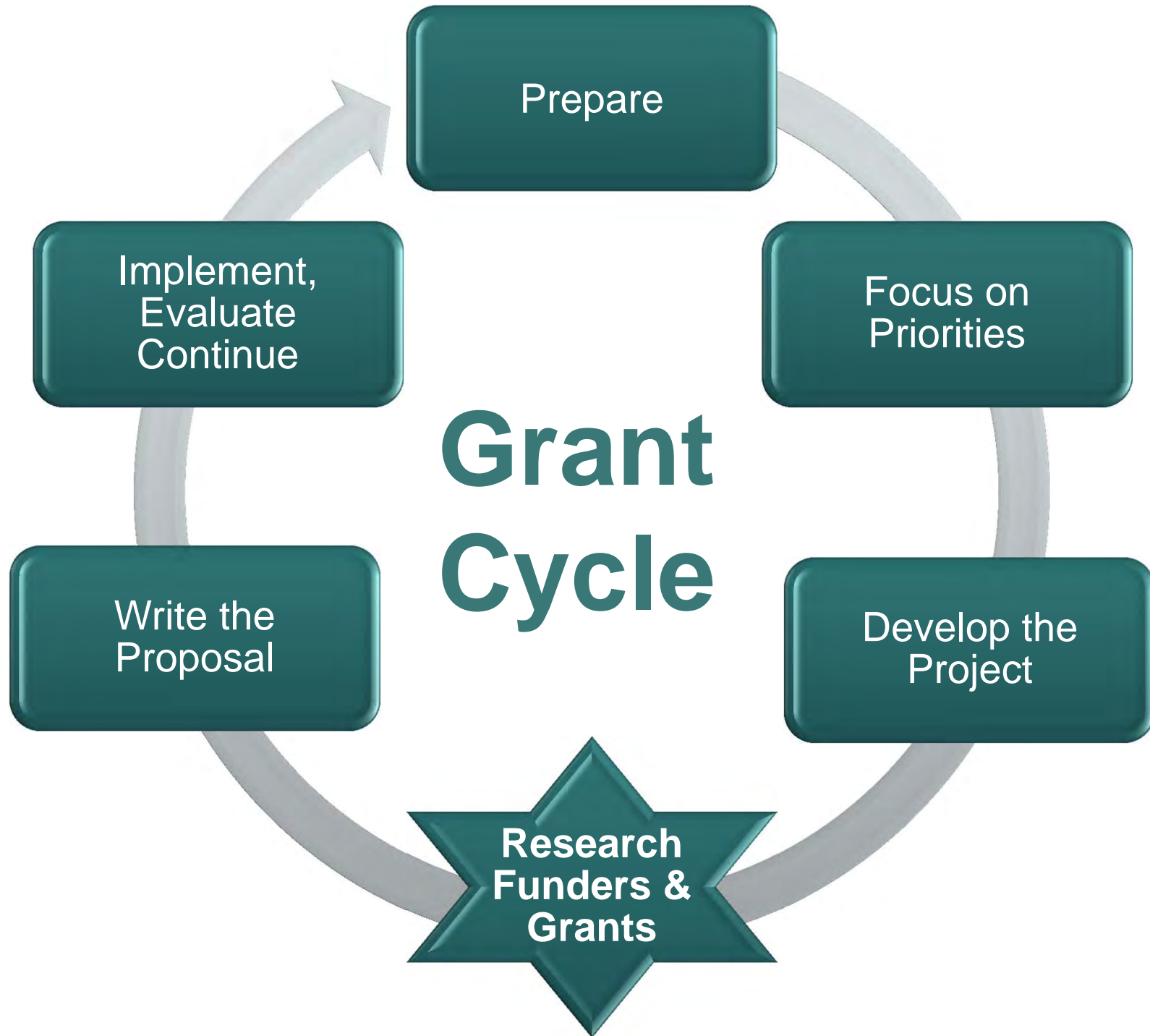
5. What are the goals of the project?

6. What are the specific changes you want to make in your community and among the target audience of your project? List objectives and outcomes for the project.

7. Develop activities or action steps required to reach the changes listed above.



What target population did your grant project(s) serve?



# Categories of Grants

## Government:

- Federal
- State
- Local



## Private:

- Foundations
- Corporations and Businesses
- Clubs and Organizations
- Professional and Trade Associations



# Resources for Finding Grants



## Funder Summary Worksheet

Funder Name

### FUNDING RESOURCES

#### 1. Government Grant Sources

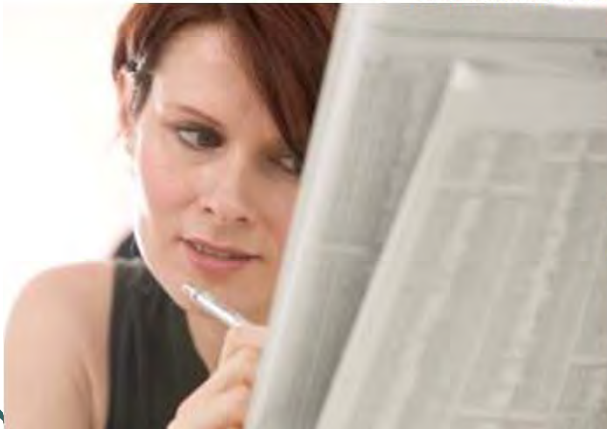
The web is the most reliable source for locating federal government grant resources today.

- **Grants.gov** <http://grants.gov> The access point for over 1,000 grant programs totaling \$400 billion in awards offered by the 26 Federal grant-making agencies.
- **Institute of Museum and Library Services** <http://www.ims.gov>
- **US Department of Education** <http://www.ed.gov/fund/grant/apply/grantapps>
- **National Library of Medicine** <http://www.nlm.nih.gov/grants.html>
- **National Endowment for the Arts** <http://www.nea.gov/>
- **National Endowment for the Humanities** <http://www.neh.gov/grants/index.html>
- **National Institute for Literacy** [http://www.nifl.gov/nifl/grants\\_contr](http://www.nifl.gov/nifl/grants_contr)
- **Your State Humanities Council** <http://www.neh.gov/whoweare/state>
- **Your State Arts Council** <http://www.nasaa-arts.org/aoa/saaweb.shtm>

#### Department of Education

[http://www.ed.gov/Programs/EROD/org\\_list.cfm?category=1](http://www.ed.gov/Programs/EROD/org_list.cfm?category=1)  
[http://www.publiclibraries.com/state\\_library.htm](http://www.publiclibraries.com/state_library.htm)

**Center** <http://fdncenter.org> The largest and most comprehensive database of giving foundations. Includes many tools for finding grants, information on grant making, and top foundations in your geographic area.



<http://www.njstatelib.org/LDB/Grants/grfound.php>



# Library Grants Blog

A screenshot of the Library Grants Blog page as viewed in Microsoft Internet Explorer. The browser window title is "Library Grants - Microsoft Internet Explorer". The address bar shows "http://librarygrants.blogspot.com/". The page content includes a search bar, a "Create Blog | Sign In" link, and two main posts. The first post is dated "Saturday, March 31, 2007" and is titled "Save America's Treasures Offering Grants for Preservation Activities". The second post is dated "Tuesday, March 27, 2007" and is titled "NEH Preservation Assistance Grants for Smaller Institutions". A sidebar on the right contains information about the authors, Stephanie Gerding and Pam MacKellar, and a "FEED" button.

Library Grants - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address http://librarygrants.blogspot.com/ Go Links

Go PageRank 229 blocked AutoLink Send to Settings

SEARCH BLOG FLAG BLOG Next Blog Create Blog | Sign In

## Library Grants

Saturday, March 31, 2007

### Save America's Treasures Offering Grants for Preservation Activities

Deadline: April 26, 2007

Save America's Treasures is a public-private partnership that awards challenge grants to eligible historic resources for approved preservation activities. These grants help fund preservation and/or conservation work on nationally significant intellectual and cultural artifacts and nationally significant historic structures and sites.

Visit the Save Americas Treasures [Web site](#) for program guidelines and application instructions.

- posted by Pam MacKellar @ 12:57 PM 0 comments

Tuesday, March 27, 2007

### NEH Preservation Assistance Grants for Smaller Institutions

Deadline: May 15, 2007

Preservation Assistance Grants help small and mid-sized institutions, such as libraries, museums, historical societies, archival repositories, town and county records offices, and colleges, improve their ability to preserve and care for their humanities collections. Visit the [NEH website](#) for more information.

For librarians interested in grant opportunities!

**Authors**  
Stephanie Gerding & Pam MacKellar

Our book, [Grants for Libraries](#), received a starred review in *Library Journal* and *Booklist* declared it "should be at the side of every grant-writing librarian." Order from publisher Neal-Schuman or at [Amazon.com](#).

E-mail the authors

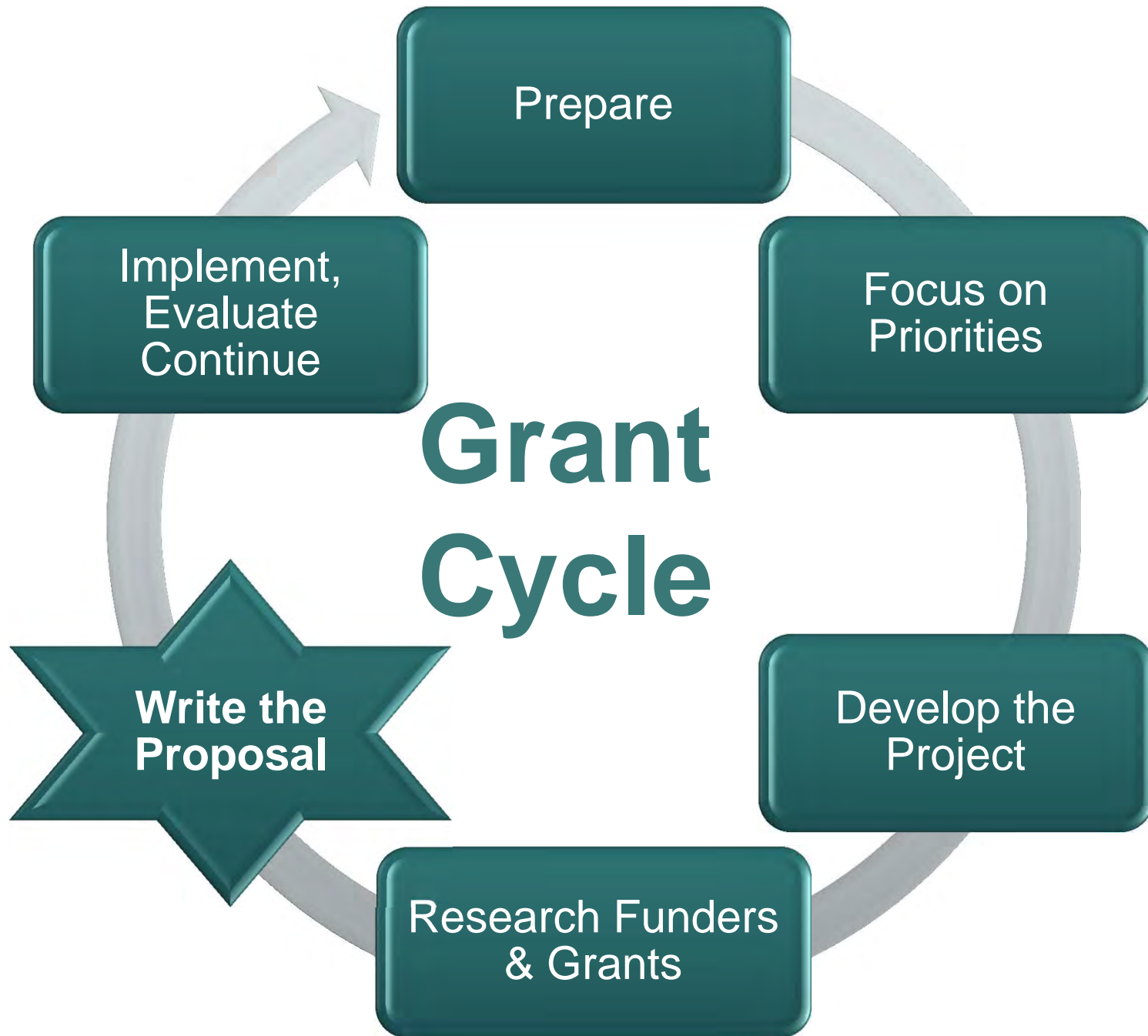
FEED

BlogThis!

<http://librarygrants.blogspot.com>



What grant sources and resources do you recommend?

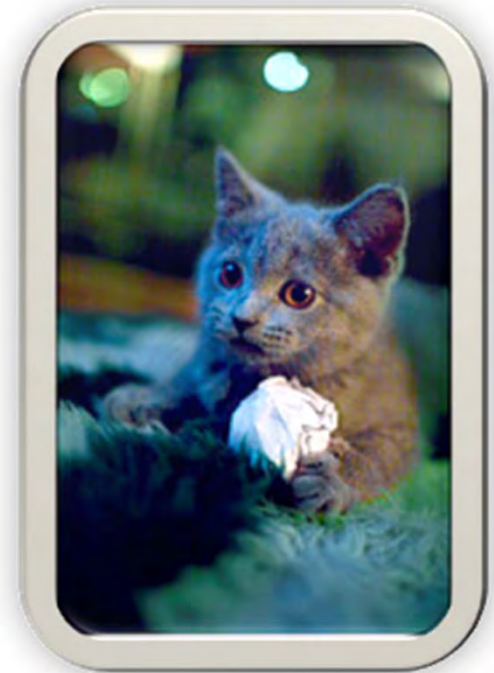




# Creating and Submitting the Winning Grant Proposal

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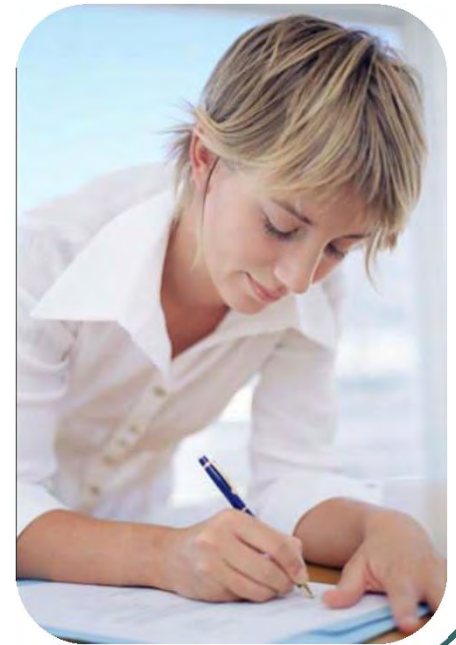
- Telling the Story
- Keep the Audience in Mind
- It's Easier the Second Time
- Seek Feedback



# Common Grant Components

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- Cover Letter, Title Sheet, Table of Contents
- Abstract/Summary
- Organizational Overview
- Statement of Needs/Justification
- Project Description
- Timeline/Activities/Methods
- Budget
- Evaluation Process
- Appendix



# Communicating with Funders

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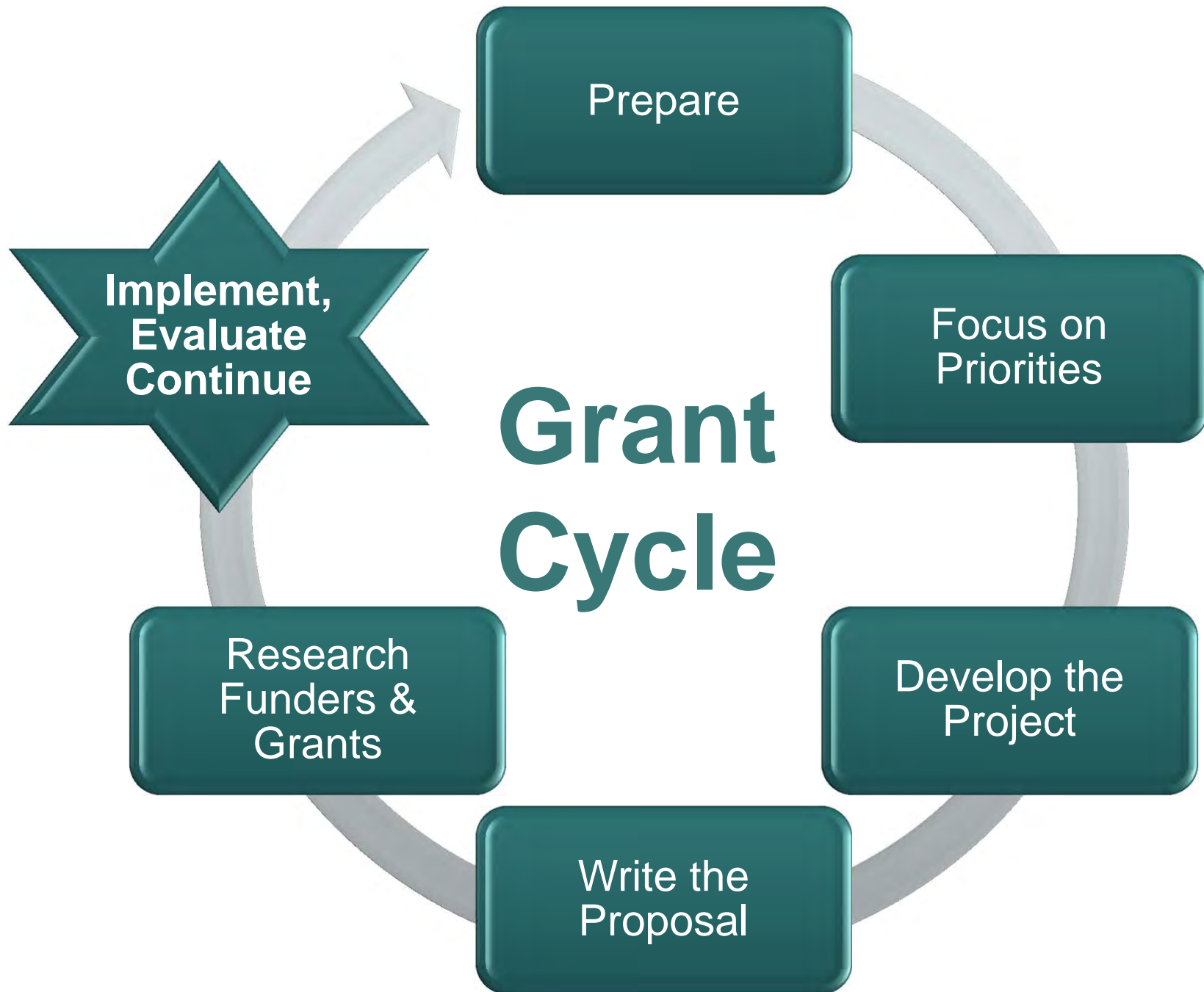


# Writing an Evaluation Plan

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1. What is the purpose of the evaluation?
2. Who is the audience for the results?
3. What do you need to know to measure progress?
4. What sources will be used to collect the information and how will you collect it?
5. When do you need the information?





# Getting Funded and Implementing the Project

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**CELEBRATE!**



Then:

- thank the funder!
- tell appropriate officials/staff
- send out a press release
- begin preliminary activities

# Implementing the Project

**Stay in touch  
with Funder**

**Understand  
the funder's  
reporting  
requirements**

**Update the  
timeline**

**Purchase  
equipment,  
materials,  
supplies**

**Establish a  
baseline  
for  
evaluation**

**Hire  
personnel**

# Not funded?

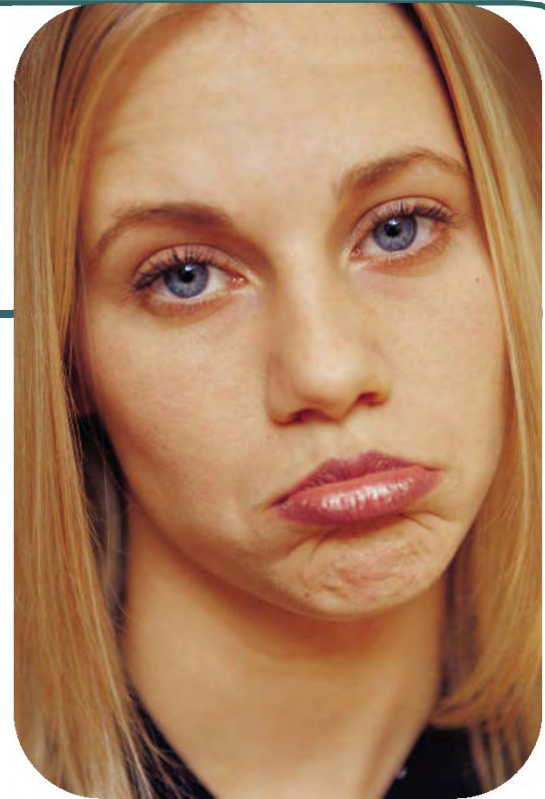
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Don't give up!

Ask for reviewers' comments

Strategize a new approach

- Revise and edit
- Try another source





# Common Reasons Not Funded

- **Grant project didn't match funder's purpose**
- **Guidelines not followed**
- **Proposal was poorly written**
- **The budget was inaccurate or unclear**
- **The necessity for your project and its potential impact were not apparent**
- **Needed partners or collaborators**
- **Evaluation planning weak**
- **Project not sustainable**





"Please" is the most important funding word, but there are others!

**Plan, prepare, and go for it!**

**People  
Planning  
Priorities  
Purpose  
Pursuit  
Partnerships  
Passion  
Positivity Persuasion  
Precision  
Pitch  
Perseverance**

# If you don't ask, you won't get!

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“I have tried raising money by asking for it, and by not asking for it. I always got more by asking for it.”

--Millard Fuller, founder, Habitat for Humanity

