Keys to Successful Grant Writing

NJLA Annual Conference
April 21, 2015
Long Branch, NJ
Preserving Local History

Sarah Hull - Plainfield Public Library
- Summarize Needs
- Plan of Action Detailing Priorities
- Self-Survey (NEDCC)
- Caucus Archival Projects Evaluation Service (CAPES) Survey

Preservation Survey
Know Your Funders

- Guidelines
- Types of Support
- Types of Projects
- Matching Support
- Use Understandable Language
- Illustrate Your Narrative
- Use Charts When Necessary
- Follow Application Format
- Spelling & Grammar
- Content & Context
- Readability

Proof Read x 3
Successful Grants
In Three Acts

Doug Baldwin - Piscataway Public Library
Act I - “Smart Investing@Your Library”
Act II - “Making the Future”
Act III - “Walmart Community Grant”
• Which Comes First: Project or Funder?
• Brainstorm project ideas.
• Calendar grant opportunities.
• Look to match project to appropriate funder.

Which Comes First?
• Many funders encourage contacting a program officer. (Some require letter of intent.)
• Say THANK YOU in formal and informal ways.
• Stay in touch. Invite funder to events. Ask to quote them in press release.
• Ask for advice.
• Use corporate volunteers.

Relationship Building
• How can more than one location benefit?
• Involve staff in planning and project development.
• Consistent branding and signage.
• Local flavor.
• Listen to feedback!

Library System
• Strengthen proposals.
• Many funders encourage partnerships. (Capacity Building)
• Informal or Formal? Do you need an MOU?
• Audience development.
• Volunteers.
• Help with PR.
• Get advice and expertise.
• Be open to future opportunities.
• Great to demonstrate in your proposal.
• Take your show on the road.
• Beyond just good PR.
• Deliver program to classrooms, participate in community events, present at other organizations.

Outreach
• Does funder require a survey?
• Collect quotes and photos.
• Use in follow up PR and in reports.
• Most important: use in your next proposal!