



Stephanie Gerding

Infopeople

January 20, 2021

Winning Library Grants: Shortcuts and Strategies for Success

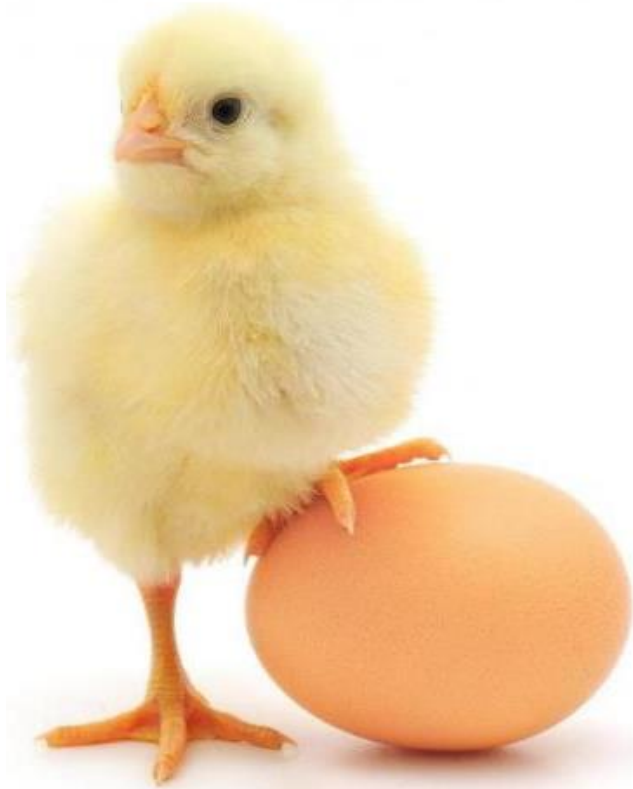
Learning Objectives

- Identify the five-step process of grant work
- Develop grant projects using community needs and planning
- Find library grant funding sources, including five free sources
- Create a proposal funders will love
- Be excited and confident about grant work!



**New to
grant
work?**

New to grant work?

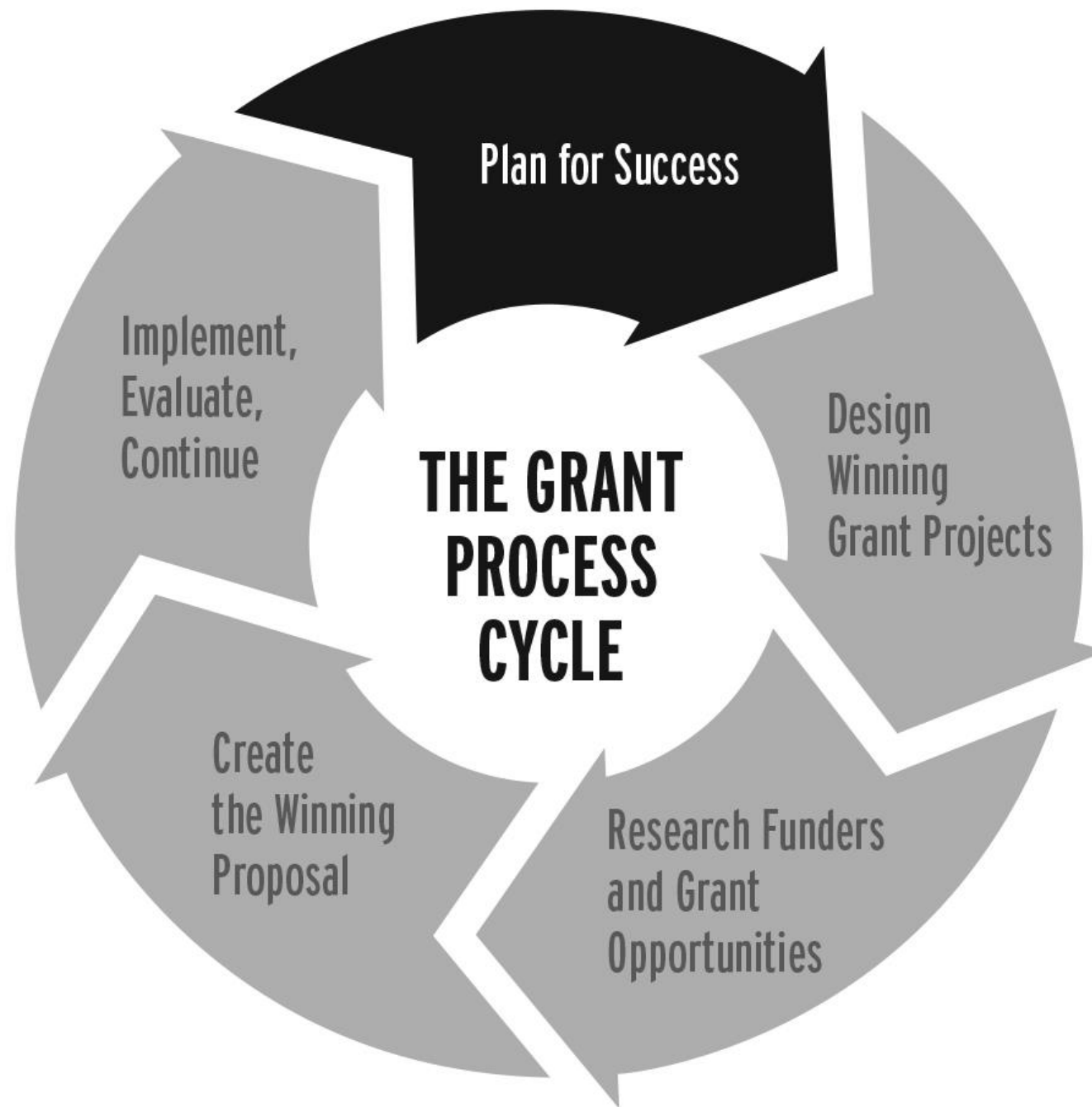


- You have experience!
 - finding information,
 - answering questions,
 - writing and editing,
 - serving the community,
 - building relationships.
-
- Libraries have great reputations.



TIP #1

It's all about the people...
not the money, not the "stuff."



*ALA Editions, **Winning Grants 2nd Edition**, Gerding.*



TIP #2
Use What You Have to Plan Ahead

Success=
Preparation + Opportunity

Strategic Plans are a grant shortcut.

Use all documents, plans, and knowledge available to you including studies or plans completed in your community, such as:

- Current library plans
- Community plans
- Local needs assessments
- Data from other tools (Census, Edge)



WORKING TOGETHER

The Bellingham Public Library 2020-2024 Strategic Plan aligns with key city initiatives, contributing to their impact and leveraging our resources to serve our community.

| | Bellingham Public Library Strategic Plan 2020-2024 | | | | |
|---|--|----------------------|--------------|------------------|---------------|
| CITY OF BELLINGHAM | WELCOME & INCLUDE | ACCESS & OPPORTUNITY | READ & LEARN | INFORM & INVOLVE | THRIVE & GROW |
| <i>Legacies & Strategic Commitments</i> | ✓ | ✓ | ✓ | ✓ | ✓ |
| <i>Comprehensive Plan 2016 Capital Facilities Chapter</i> | | ✓ | | ✓ | ✓ |
| <i>2018-2022 Consolidated Plan</i> | | ✓ | | ✓ | ✓ |
| <i>Climate Action Plan 2018 Update & City Council Resolution #2018-06</i> | | | | ✓ | ✓ |
| <i>Bellingham Public Library Services and Funding Models Study 2017</i> | ✓ | ✓ | ✓ | ✓ | ✓ |
| <i>Bellingham Central Library Space Planning 2018</i> | ✓ | ✓ | ✓ | ✓ | ✓ |



TIP #3
Know Your
Community Needs!

Grant work is about meeting the needs of the community served.



Needs Assessment

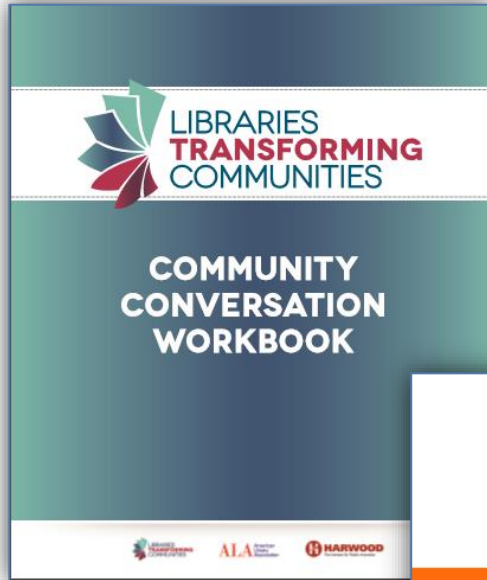
Public Records
Interviews
Focus Groups
surveys *current issues*

Analysis

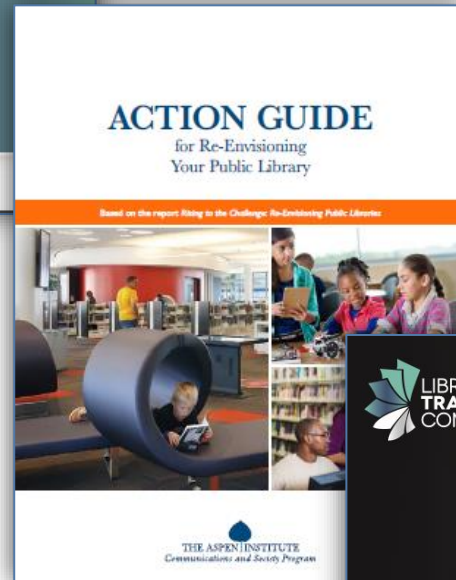
NEEDS



Free Tools for Community Conversations



[Community Conversation Workbook](#)



[The Aspen Institute's Action Guide for Re-Envisioning Your Public Library](#)



[A Step-By-Step Guide To "Turning Outward" To Your Community](#)

ASK Exercise

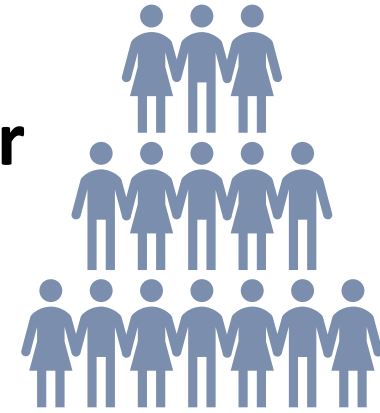
ALA's LTC materials include the [ASK Exercise](#) with **four simple questions** you can ask people to begin learning **what kind of community** people want.

"We're trying to learn more about people's aspirations for their community.

Would you be willing to answer four quick questions?"

- 1. What kind of community do you want to live in?*
 - 2. Why is that important to you?*
 - 3. How is that different from how you see things now?*
 - 4. What are some of the things that need to happen to create that kind of change?"*
-

Community Need: Health Information for Older Adults



In the last year, there has been a dramatic increase in the number of requests for health-related information from older adults. They have a need to understand more about their health conditions, medications and side effects, and alternative medical treatments. The amount of staff time to address these requests is increasing. Something has to be done to meet this growing need in the community.

Community Need: Students Need Research Skills



According to the National Education Center, 45% of middle school students don't have access to after-school programs; in our state the it is 58%. Our state education budget is being cut by 15%. Our community includes students whose test scores as well as general knowledge of library research are below desired levels. These students will benefit from instruction in information literacy and research skills.

Tip #4

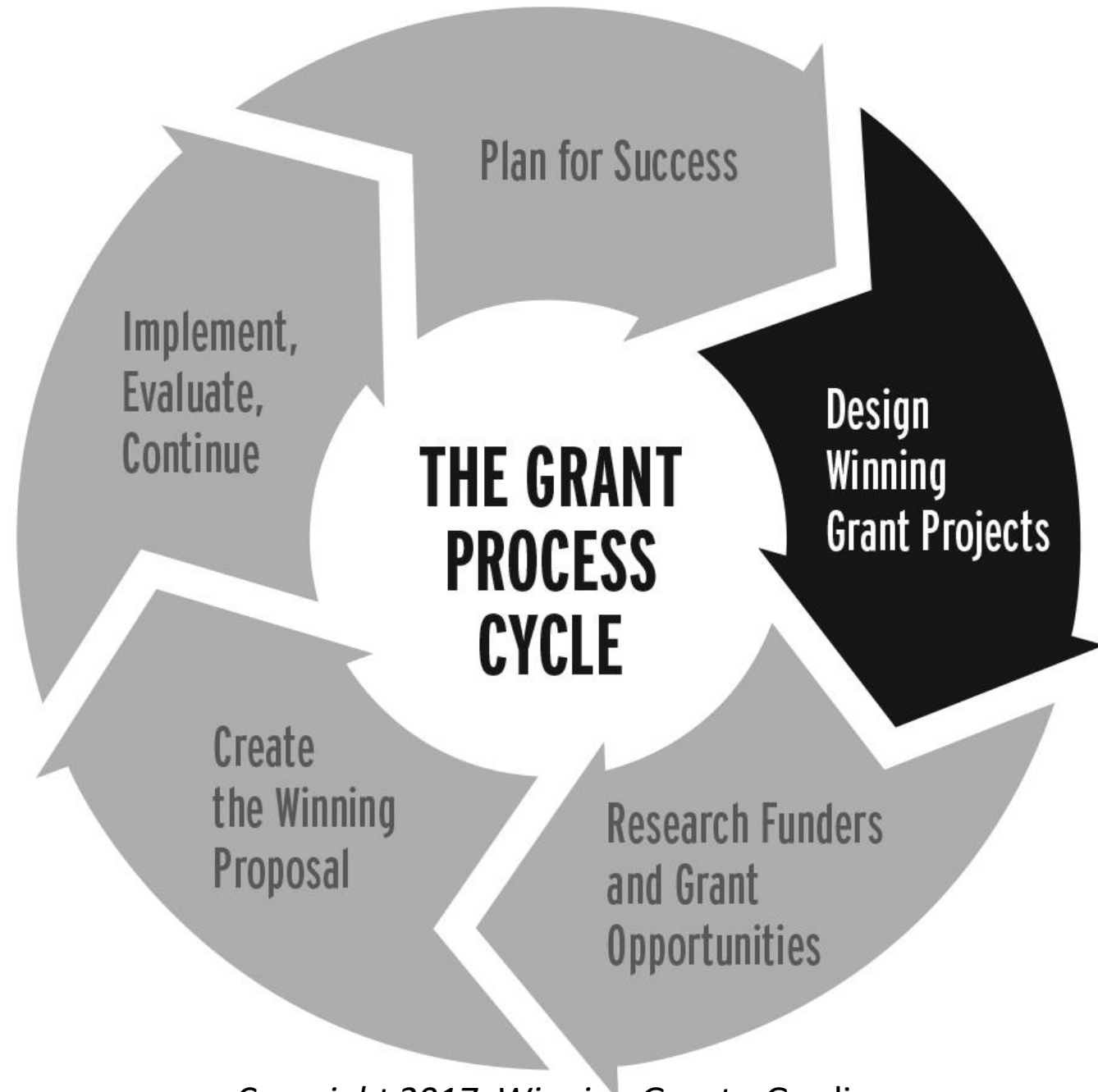
It's Better Together

Grant Team

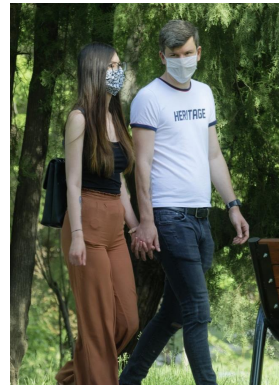
- Coordinator
- Community
- Volunteers

Parking Lot Speech





It's About People...



- Grant project =
the answer to a compelling issue that exists in your community.
What's going on right now that we want to change?
- How can the library help solve this issue?

Tip #5 Dream Big

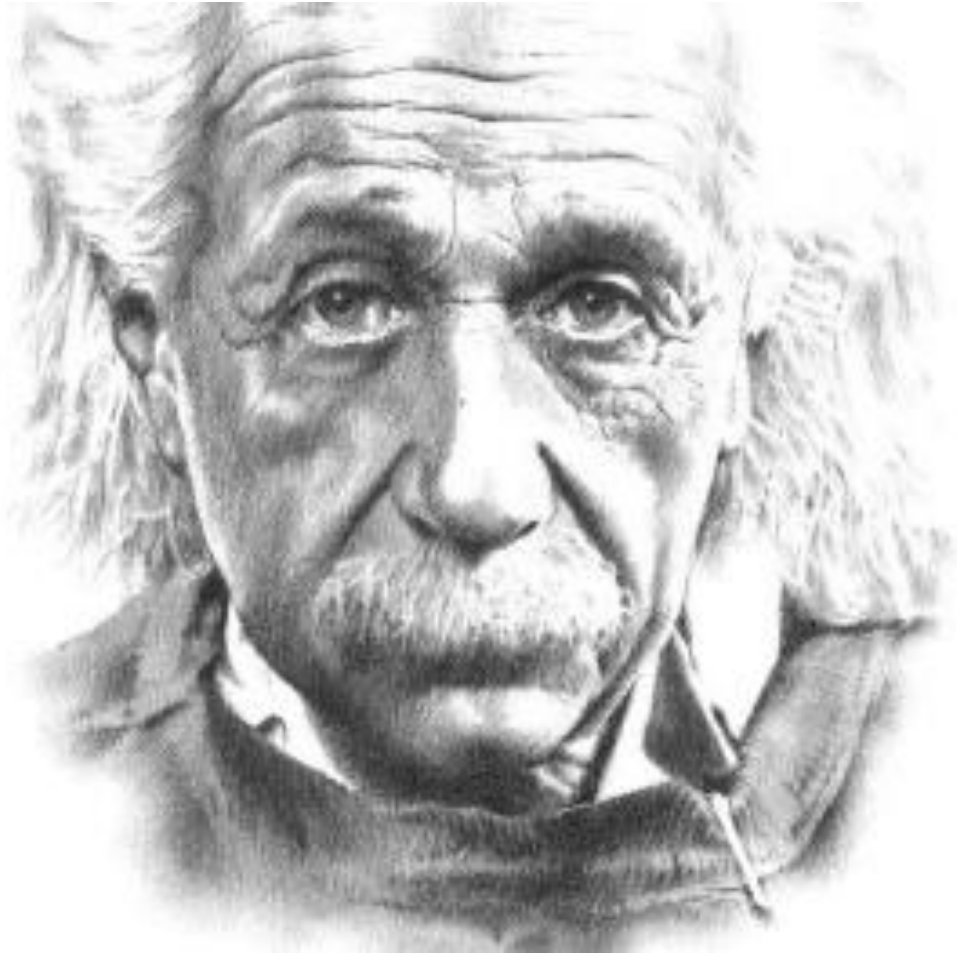






YOU CAN DO
ANYTHING
BUT NOT
EVERYTHING

- DAVID ALLEN



Tip #6

Thoughtfully Determine the Solution and Impact

Albert Einstein was asked:

Given one hour to solve a problem, how would you approach it?

“Spend 55 minutes understanding the question, then 5 minutes finding the answer.”

Grants can
help reach
underserved
library
groups.

Consider focusing on specific groups and developing services and resources to meet their needs, such as:

- Teens
- Parents
- Homeschoolers
- Seniors
- Persons with disabilities
- Immigrants
- Job seekers
- Genealogists
- Small business owners
- LGBTQ+ community members
- People experience homelessness



Tip #4

Develop Relationships and Be Visible

Potential Library Partners

Schools and Higher Education Institutions
Museums, Cultural organizations, Historical Societies,

Churches and Religious Organizations

Chamber of Commerce and Local Businesses (Banks, Retail, Restaurants, Realtors)

Economic Development Organizations

Media (Newspapers, Radio and TV stations)

Community Service Organizations (Rotary, Professional Groups, Fraternal Societies, Neighborhood Groups)

Government Agencies (Family Services)

Other Libraries and Nonprofit Organizations

Childcare Facilities, Home School Groups, Boys and Girls Clubs

Senior Centers and Tech Centers

Your project helps people.

Thing: *The Library needs computers.*

People:

- ☐ *Community members* are unemployed and need job-seeking skills and resources
- ☐ *Students* can't complete their homework
- ☐ *Seniors* have health information needs
- ☐ *Everyone* got new tech for Christmas!



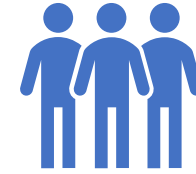
What Makes a Good Grant Project?



Designing Winning Grants



Strategic Plans -
Needs Assessments



Community Focus

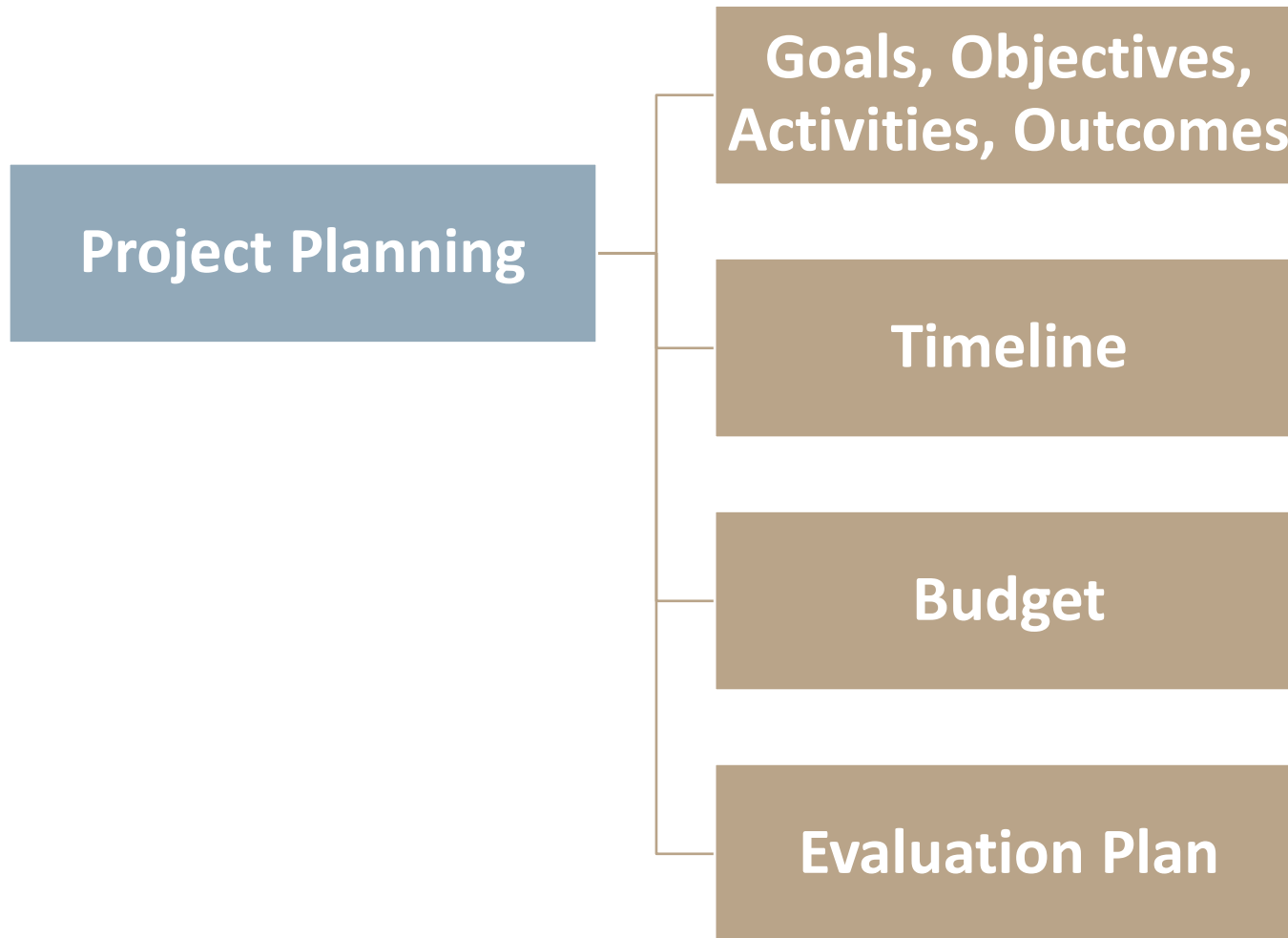


Creative
Brainstorming



Project Planning

Designing Winning Grants



Tip #7

Be ready to hit the ground running.

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?**



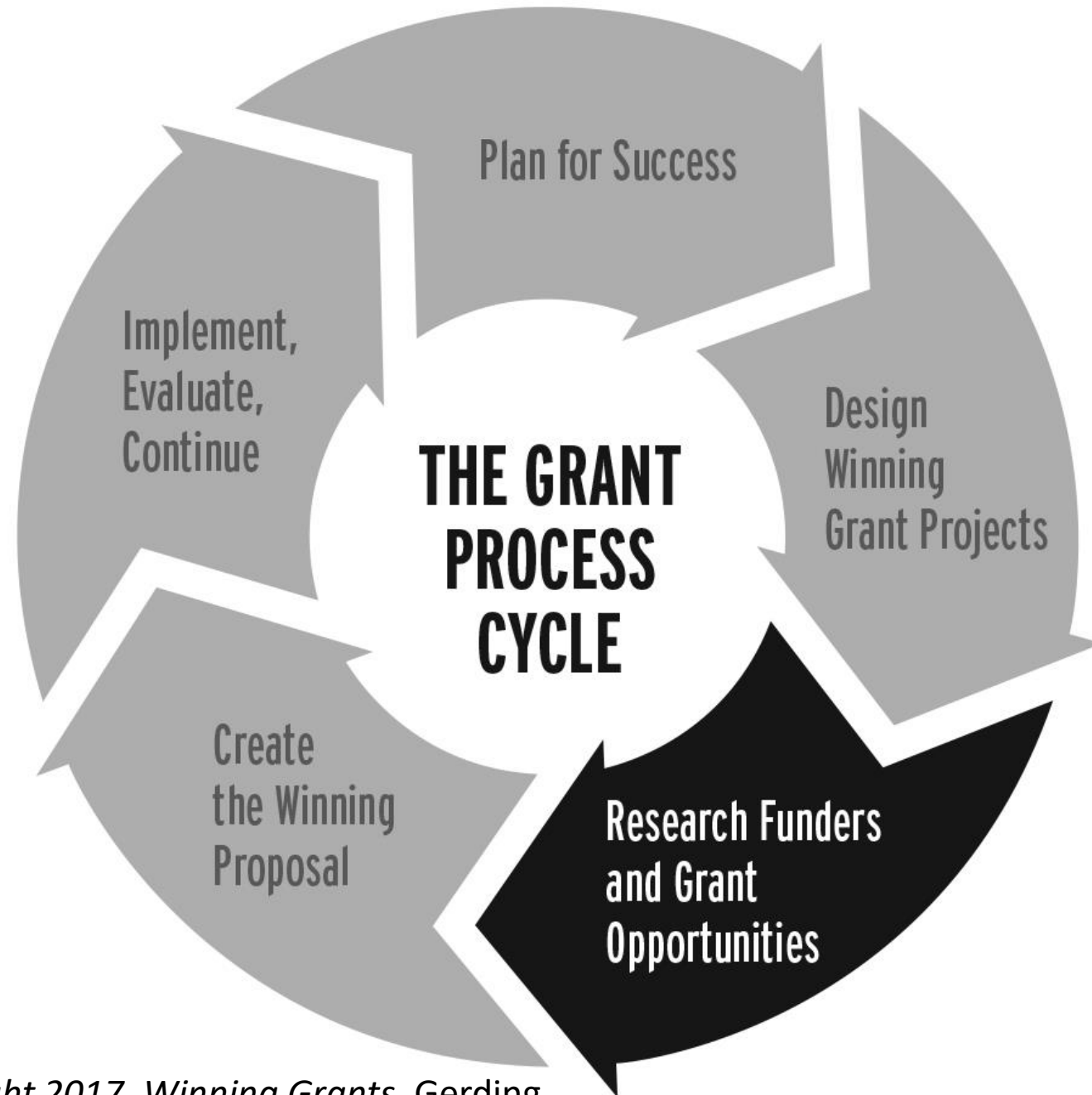


People



Ocean County Library 2009-2010
Cultural Programs & Events



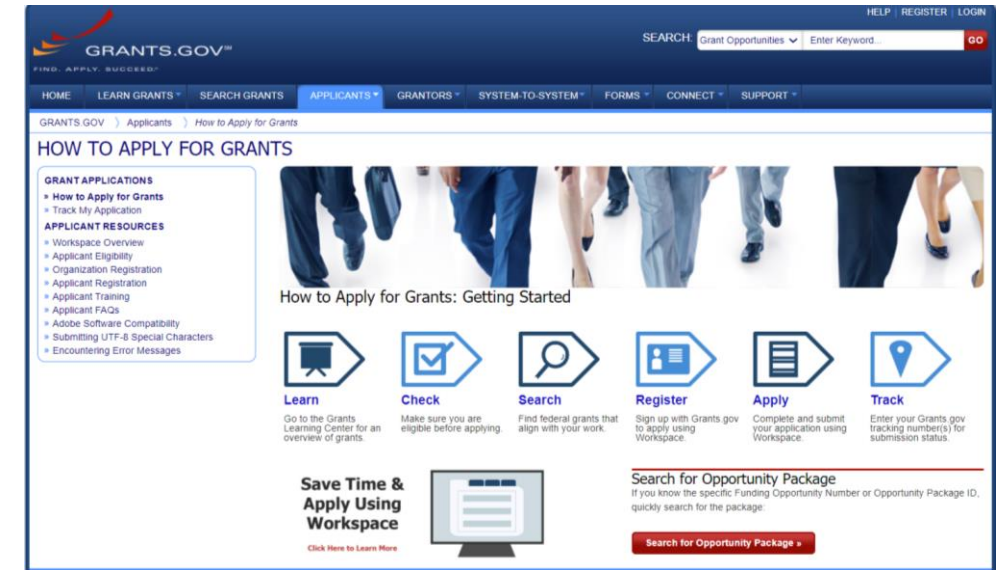




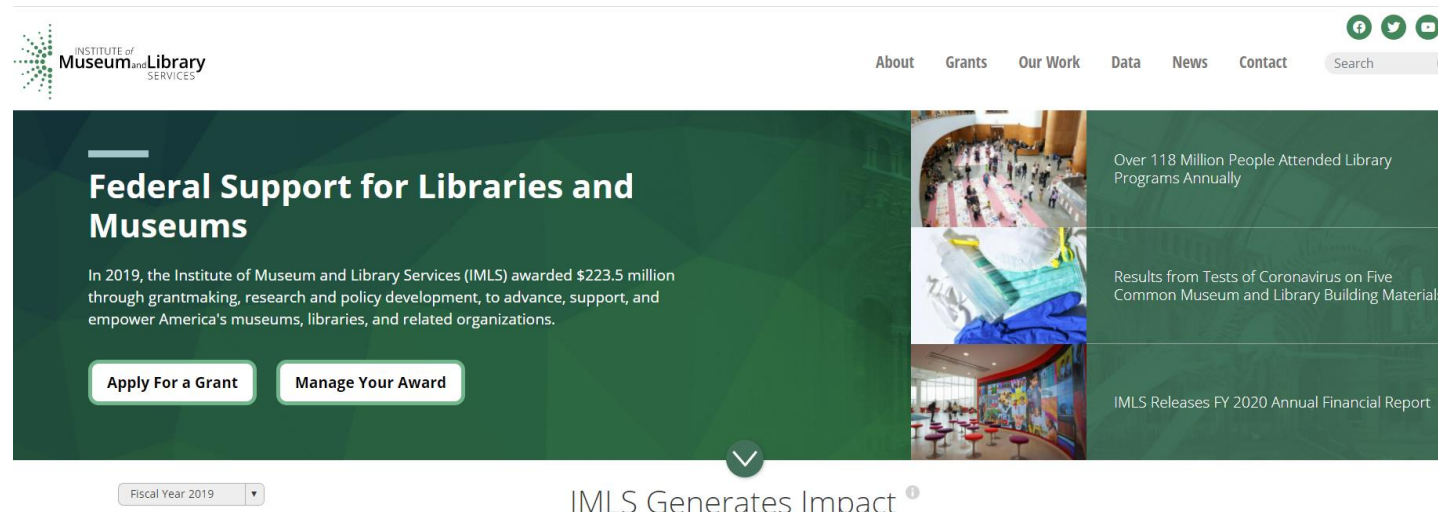
Finding the Right Funder

Federal Grant Sources

- [Institute of Museum & Library Services](#)
- [US Department of Education](#)
- [National Library of Medicine](#)
- [Department of Housing & Urban Development](#)
Community Development Block Grant Program
- [National Endowment for the Humanities](#)
- [National Endowment for the Arts](#)



grants.gov



State and Local Government Sources

- [State Humanities Council](#)
- [State Arts Council](#)
- [State Department of Education](#)
- [State Library](#)

City, County Gov (Arts, Business, Community Development, Environmental, Historical Preservation, Education, Youth, Technology, Archival)



Private Funding Sources

- Foundations
- Corporations
- Professional Associations
 - ALA, PLA, AASL, SLA



Adult Literacy Grants

Beyond Words:

Dollar General School Library Relief Program

Family Literacy Grants

Summer Reading

Adult Literacy Grants

We award funding to organizations that provide direct services to adults in need of literacy assistance in one of the following areas:

- Adult Basic Education
- GED or High School Equivalency Preparation
- English Language Acquisition

The open solicitation period for the 2019 Adult Literacy grants has closed. Thank you to all who applied. Grant recipients will be announced May 9 via email and a list of recipients will be posted here.



<http://candid.org>

Candid.

Things you can do

About us

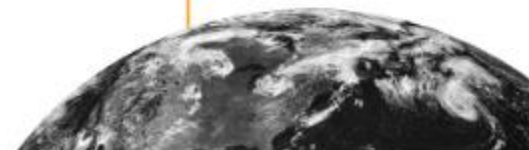
Candid gets you the
information you need
to do good.

<https://candid.org/explore-issues/coronavirus>

\$22.4 B Grants



How can candid.org help you
move forward?



Foundation Center and GuideStar are **Candid**. Learn more

Grantsmanship Center

<https://www.tgci.com/funding-sources/oregon>

Use these free resources to find funders in the State of OREGON



[Top Giving Foundations in Oregon](#)

[Community Foundations in Oregon](#)

[Corporate Giving Programs in Oregon](#)

[Oregon State Home Page](#)



Grantsmanship Center Corporate Giving

(banks, grocery stores, utilities, stores, etc.)

www.tgci.com/funding-sources/state-by-state

Top Giving Foundations: OR

Foundations have far-ranging interests. With some research, you'll find one that's a "fit" for your work.

[learn more: foundation funding](#)

The foundations listed below are from [GrantDomain](#). They're prescreened: they have a staff, issue RFPs, or otherwise indicate interest in receiving grant proposals. Some foundations are omitted, even though they award large grants, because they don't accept unsolicited grant proposals. We list up to forty foundations for each state.

| FOUNDATION NAME | TOTAL ANNUAL GIVING |
|---|---------------------|
| The Oregon Community Foundation | \$94,772,414 |
| Intel Foundation | \$41,997,187 |
| Meyer Memorial Trust | \$32,880,007 |
| The Ford Family Foundation | \$29,725,631 |
| Nike Foundation | \$26,037,863 |
| The Collins Foundation | \$10,327,027 |
| The Lemelson Foundation | \$10,148,449 |
| James F. and Marion L. Miller Foundation | \$9,812,605 |
| Maybelle Clark MacDonald Fund | \$7,225,566 |
| Spirit Mountain Community Fund | \$5,220,728 |
| Oregon Jewish Community Foundation | \$4,834,934 |
| Regional Arts & Culture Council | \$3,826,036 |
| The Harold and Arlene Schnitzer CARE Foundation | \$3,302,882 |
| The National Psoriasis Foundation | \$2,381,798 |
| Northwest Health Foundation | \$2,243,100 |
| The PacifiCorp Foundation | \$2,093,613 |
| Umpqua Bank Charitable Foundation | \$1,657,543 |
| Juan Young Trust | \$1,613,700 |
| Clark Foundation | \$1,572,353 |



EZRA JACK KEATS FOUNDATION

Keats. Imagination. Diversity.



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Programs

- Book Award
- Bookmaking
- Competition
- Mini-Grants
 - Mini-Grant and the Common Core
 - Great Mini-Grant Programs
 - How to Apply
 - FAQ
- Performance
- Programs &

Ezra Jack Keats Mini-Grants



About Mini-Grants

Public education is one of the greatest legacies of our country, one that benefits children from every walk of life. For Keats, it was at public school that he received his greatest encouragement to pursue his vocation as an artist. And the public library was a haven that introduced him to the wonders of art history.

[Read more](#)

SHARE    

Seventy \$500 grants each year!



1: Contact Info

2: Your Organization

3: Your Program

4: Structure & Budget

5: Agree & Submit

What is the name of your proposed program?

Describe in detail the program activities, including how the students, educators and caregivers will be participating.

200 word(s) left

How does this program support or extend the basic curriculum?

200 word(s) left

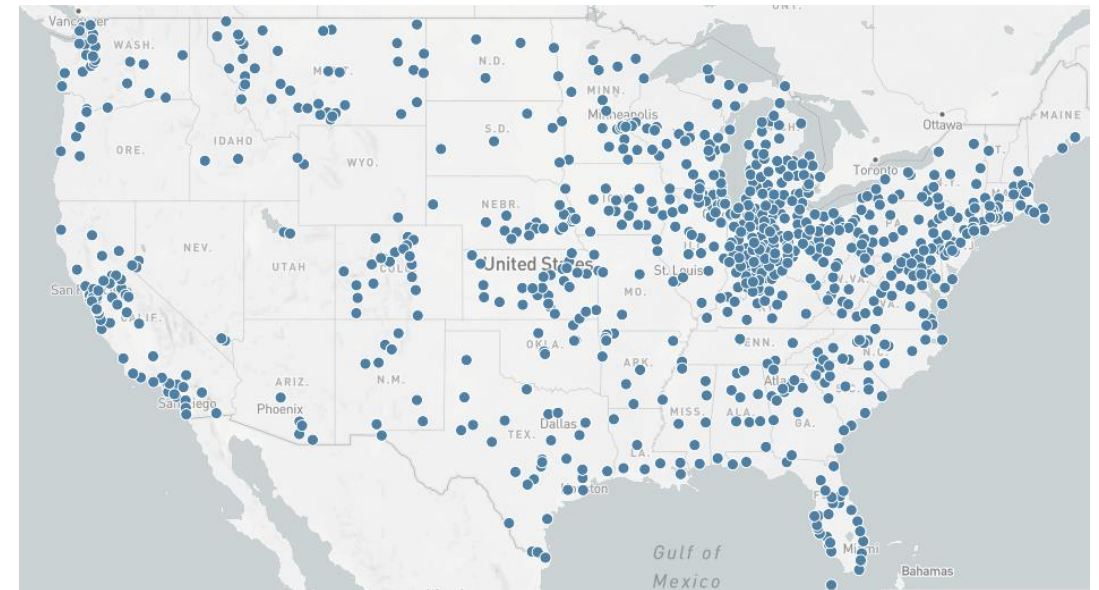
If not funded by a Mini-Grant, will the program go forward?

☐ Yes

☐ No

Tip #8 Local Grants

- Local community foundations and businesses
- Service clubs & civic organizations; Rotary, Lions, Kiwanis, Soroptimists, Junior League
- Local City & County government
(Arts, Business, Community Development, Environmental, Historical Preservation, Education, Youth, Technology, Archival)



Library Grants Blog

<http://librarygrants.blogspot.com>

Maintained by Stephanie Gerding



Follow @librarygrants

Library Grants

For anyone interested in library grant opportunities!

Winning Grants, Second Edition: A How-To-Do-It Manual for Librarians, is a best seller available through ALA Editions and Amazon (affiliate link). If you are interested in republishing this content, please contact me and include a link to this blog. Thank you!

Wednesday, June 03, 2020

IMLS CARES Act Grants for Museums and Libraries

Deadline: June 12, 2020

IMLS recognizes the challenges facing museums and libraries at this time, including the adaptations and adjustments that will be necessary to rebuild staffing, reopen facilities, and address the needs of communities affected by the impact of a global crisis. This grant opportunity is for over 13 million dollars, and IMLS is anticipating 90 grant awards in the range of \$25,000-\$500,000 for grant periods of up to two years.

The goal of this grant program is to support the role of museums and libraries in responding to the coronavirus pandemic in ways that meet the immediate and future COVID-19 needs of the communities and audiences they serve. The Coronavirus Aid, Relief, and Economic Security (CARES) Act has provided funds to the Institute of Museum and Library Services "to prevent, prepare for, and respond to coronavirus...to expand digital network access, purchase internet accessible devices, and provide technical support services" for the benefit of communities impacted by the public health emergency.

The IMLS CARES Act Grants for Museums and Libraries grant program invites project proposals that focus on preserving jobs, training staff, addressing the digital divide, planning for reopening, and providing technical support and capacity building for digital inclusion and engagement while prioritizing services for high-need communities. We encourage efforts to develop programs, tools, models, partnerships, and other resources that will address immediate concerns and have the potential to inspire and benefit museums and libraries throughout the nation.

View a recorded webinar to learn more about the IMLS CARES Act Grants for Museums and Libraries. For more information and a link to the application, visit the website.

Posted by Stephanie Gerding at 12:07 PM

No comments:



Wednesday, May 06, 2020

NEA Grants for Arts Projects

Deadline: July 9, 2020

These National Endowment for the Arts grants support artistically excellent projects that celebrate creativity and cultural heritage, invite mutual respect for differing beliefs and values, and enrich humanity. Cost share/matching grants generally range from \$10,000 to \$100,000. A minimum cost share/match equal to the grant amount is required. Projects may be large or small, existing or new, and may take place in any part of the nation's 50 states, the District of Columbia, and U.S. territories. Projects may consist of one or more specific events or activities.

Grant applications previously submitted to the Art Works category will now be submitted to the Grants for Arts Projects category. Earliest announcement of grant award is April 2021. For more information, visit the website.

Posted by Stephanie Gerding at 11:39 AM

No comments:



Tuesday, May 05, 2020

Libraries Lead with Digital Skills: Virtual Services Public Library Grants

Winning Grants Book (affiliate link)



Winning Grants
(How-To-Do-It...
\$108.00

Shop now

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Publisher

Stephanie Gerding

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Tuesday, November 03, 2020

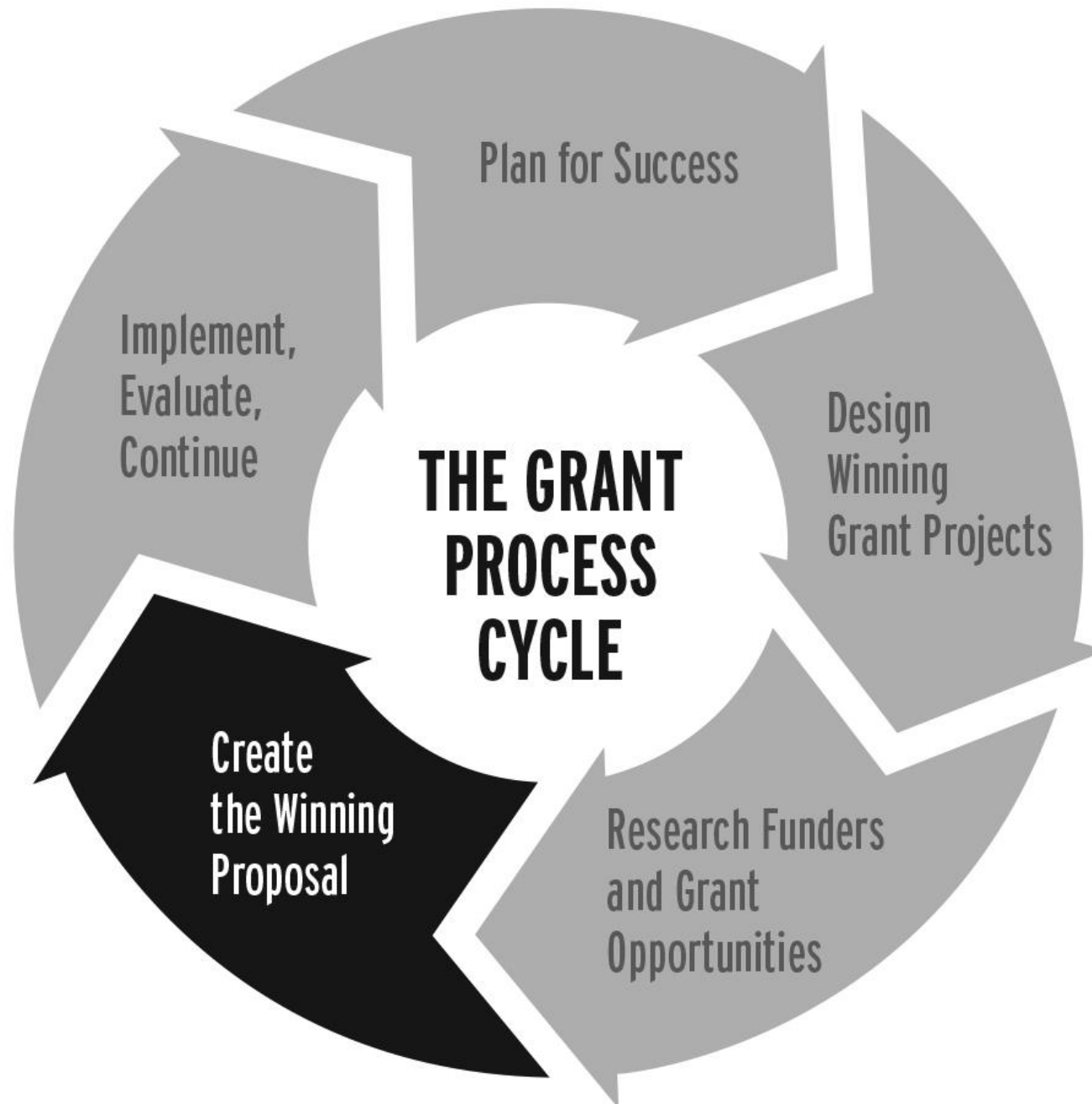
NEA Big Read Grants

Deadline: January 27, 2021

Arts Midwest is now accepting applications for the 2021-2022 National Endowment for the Arts Big Read Program. The NEA Big Read provides grants of up to \$20,000 for community-wide reading programs (virtual and/or in-person) to bring your community together, share the joy of a good book, and find inspiration in new stories and ideas.

Past grantees have a proven track record of successfully engaging their audiences through the power of literature and stirring up a passion for reading that persists year after year. They've also developed meaningful and lasting partnerships with other organizations in their community. [Studies have shown that reading for pleasure has positive impacts on one's health](#) and this program can also provide entertainment and connection to community members in a time of isolation. Eligible organizations include arts organizations, community service organizations, institutions of higher education, libraries, literary centers, museums, school districts, theater companies, tribal governments, and more!

Organizations selected to participate in the program receive a grant, educational and promotional materials, and access to online training resources and opportunities. Approximately 75 organizations will be selected and programs should be held September 1, 2021—June 30, 2022. Funding ranges from \$5,000 to \$20,000. There are six titles available for 2021-2022 programming and readers and teachers guides for each book: *An American Sunrise* by Joy Harjo, *Beloved* by Toni Morrison, *The Best We Could Do: An Illustrated Memoir* by Thi Bui, *The Call of the Wild*, *White Fang*, and *Other Stories* by Jack London, *The Grapes of Wrath* by John Steinbeck, and *The House on Mango Street* by Sandra Cisneros.



Tip #9

Focus on the Details



Funder's Wish List



- Grant proposal matches funder's purpose
- Guidelines are followed
- Proposal is well written and follows correct structure
- Grant project provides a solution to community needs
- The budget is accurate and clear
- The project necessity and potential impact are apparent
- Partners or collaborators are included
- Goals are apparent and **objectives are SMART** (Specific, Measurable, Achievable, Realistic, Time-bound)
- Evaluation is planned and measures impact; Causes a change in behavior, attitude, skill, life condition or knowledge
- Sustainable, replicable, innovative
- Maximizes resources



Common Grant Components

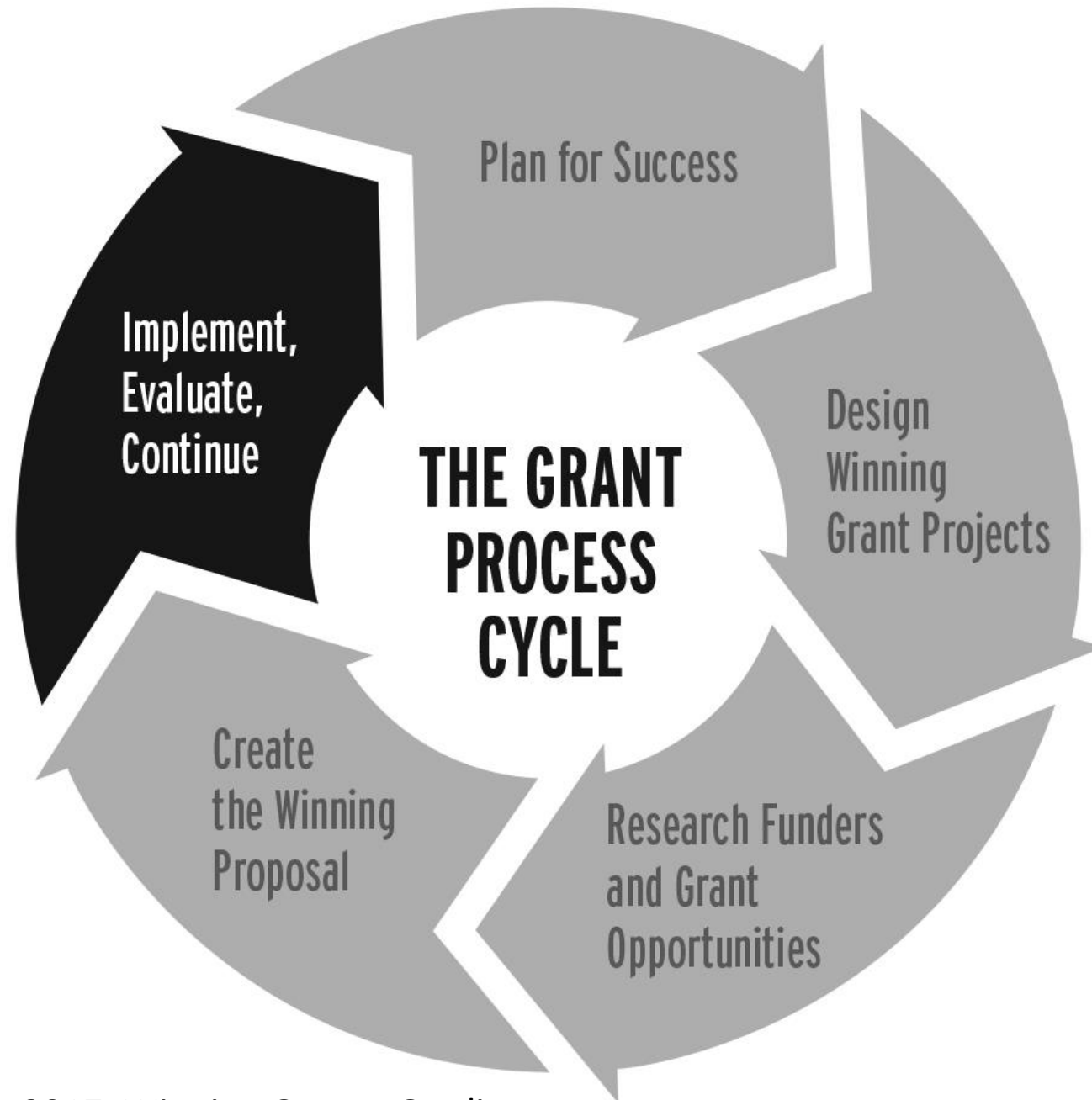
- **Cover Letter, Title Sheet, Table of Contents**
- **Abstract/Summary**
- **Organizational Overview**
- **Statement of Needs/Justification**
- **Project Description**
- **Timeline/Activities/Methods**
- **Budget**
- **Evaluation (Outcomes)**
- **Appendix**



Tip #10

Tell the Story—Balance Data with Emotional Appeal

1. PASSION and facts=Persuasive writing; urgency
2. Keep the audience in mind
3. Seek feedback
4. Ask for everything you need
5. Stay positive!



Not funded?



This Photo by Unknown Author is licensed under [CC BY-NC-ND](#)

- Don't give up!
- Ask for reviewers' comments
- Revise and edit
- Find another source



Getting Funded

CELEBRATE!

Then:

- thank the funder!
- tell appropriate officials/staff
- send out a press release
- begin activities (project management)
 - update timeline
 - hire staff, purchase equipment
 - begin evaluation
 - clarify the funder's reporting requirements



Top Tips for Success

1. Focus on the People
2. Use What You Have to Plan Ahead
3. Know Your Community Needs
4. It's Better Together; develop relationships and Be Visible
5. Dream Big
6. Thoughtfully Determine the Solution and Impact
7. Be Ready to Hit the Ground Running
8. Look for Local Grant Opportunities
9. Focus on the Details
10. Tell the Story; Balance Facts with Emotional Appeal
- 11. Determine Baby Steps and Set Deadlines**

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

"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, Habitat for Humanity founder

Good luck with your grant work!

Stephanie Gerding

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