

GRANT WRITING 101

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Getting started – questions to ask before writing a word:

- Am I eligible?
- Does my project align with the funder's priorities?
- What type of grant will I apply for?
- What is the scope of my project?
- Can the project be accomplished within the grant's specified timeframe?
- What need or problem does my project address?
- What documentation is required?
- What financial information is required?
- How do I write the narrative?
- How will my grant be evaluated?
- What are the post-award requirements?

Now start writing:

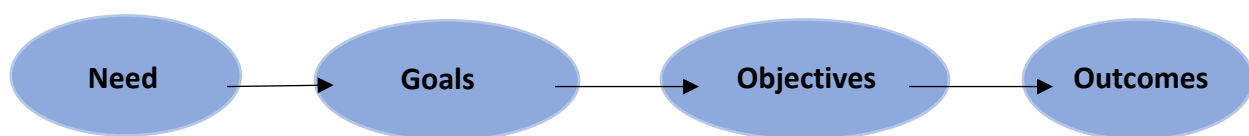
- Tell a story. Share your passion.
- No jargon, acronyms, etc. Assume the reader knows nothing about you or your project.
- Answer every question. Answer only the question that is asked.
- Write in a direct, clear, concise manner. Use professional, business-like language.
- Budget should match narrative. Budget should balance!
- Proofread! Ask an outsider to read it.

Basic sections of a grant application:

- Brief description of project (often 50 words or less)
- Narrative (fully describe your project)
- Target audience (who will you serve? who will benefit?)
- Budget (income and expenses for the project)
- Outcomes/impact (the results of your project and how they meet a need or solve a problem)
- Evaluation (how will you evaluate or measure the outcomes or desired impact?)
- Supporting documentation (typically includes IRS determination letter, Board of Directors list, and financial statements, but could also include specific project materials)

Narrative Tip

In your narrative, let community need drive your goals... goals drive objectives... and objectives drive outcomes. The project then becomes the means by which the outcomes are achieved.



Difference between goals and objectives:

Goals	vs.	Objectives
High level statement of end-result, driven by community need.		Data-driven, concrete target that serves as a stepping stone toward achieving a goal.
Examples		
Fight poverty in Central Indiana		1. Provide # of free 2-hour weekly financial wellness seminars. 2. Serve # people in Marion and surrounding counties.
Improve preschool quality and access		1. Train # of early childhood educators in best practices during an 8-hour presentation by esteemed researchers. 2. Offer tuition scholarships to # low income families to attend a NAEYC accredited preschool.

Three types of grants:

General Operating Support	vs.	Project Support	vs.	Capital Support
Funds to support an organization without specific requirements about how it is spent; may have a designated area of impact		Funds to support a specific program or project with requirements about how it is spent		Funds to purchase equipment or construct buildings
Examples				
Funding for community outreach programming		“String Scholars” project		Musical instruments

Discuss with the Foundation’s grant officer:

- Is your project a good fit for the funder?
- What is an appropriate amount to ask?
- Are there opportunities to collaborate or other ways to make your project more viable?

Terms:

Direct Cost: Expenses that are absolutely required specifically for the project.

Indirect Expense (aka Overhead or Administrative Costs): Expenses that would be incurred without implementing the project.

Evaluation: The process by which success will be measured.

Fiscal Sponsor (aka Fiscal Agent): The 501(c)(3) non-profit associated with the project whose IRS determination letter is submitted with the proposal. The organization receiving the check.

Impact: How the objectives will affect the target population, both qualitatively and quantitatively.

Measurable Outcomes: Statistics / measures that will be tracked throughout the project and indicate success in reaching goals.

Need / Problem Addressed: Action item identified by the funder to improve the community.

Project Alignment: Project objectives serve the funder’s community priorities.

Target Population: Group of people identified by geographic region, ethnicity, socio-economic status, culture, etc. who will benefit the most from program impact.

Where to find grants:

Start local!

- Your local arts council.
- Your state arts agency – every state has an arts agency that receives federal money from NEA and then distributes money to nonprofits through a grant process.
- Local civic groups.
- Local corporations.
- Look at who is sponsoring similar arts events or concert program ads in your community.
- Look at what is happening in your community – is there a synergy that could result from adding an arts component to the event?
- Look outside the arts – can the arts be used as a vehicle to address community needs such as social justice, neighborhood development, crime prevention?

Music Teachers National Association (MTNA) has several grants available to music teachers.

<https://mtnafoundation.org/>

- Teacher Enrichment Grants (up to \$750) – for individual teachers to pursue private study or course work/projects in performance, pedagogy, music theory and composition.
- Community Engagement Grants (up to \$750) – for individuals or organizations to pursue projects that engage the community in making music, appreciating music, or attending live music events.
- Program Development Grants (up to \$5,000) – to provide seed funds to any organization to assist in developing materials to be used for applying for larger funding from other foundations.

More Resources:

Books with chapters on grant writing:

- David Cutler, *The Savvy Musician*, Helius Press, Pittsburgh, PA, 2010.
- Mark Rabideau, *Creating the Revolutionary Artist: Entrepreneurship for the 21st-Century Musician*, Rowman & Littlefield, Lanham, MD, 2018.
- Gigi Rosenberg, *The Artist's Guide to Grant Writing*, Watson-Guptill Publications, New York, NY, 2010.

Fractured Atlas – fiscal sponsorship; grant writing resources

<https://www.fracturedatlas.org/>

Resource Associates – professional grant writing services and various resources; grant alert notifications (subscription)

<https://grantwriters.net/>

Foundation Center Online Directory – national database (subscription)

<https://fconline.foundationcenter.org/>

Philanthropy News Digest – national newsletter about who is receiving and giving grants

<https://philanthropynewsdigest.org/>

Federal grants – database of available federal grants, plus grant writing resources

<https://www.grants.gov/>