



GRANT WRITING

Know Your Prospect...Know Your Story

I. Locate Sources

- Individuals
- Foundations
- Corporations
- Unions

II. Identify Prospects in each Sector

- Local Cultural Councils
- Massachusetts Cultural Council Grants (MCC)
- Town Educational Foundations
- New England Foundation for the Arts (NEFA) (Quarterly)
- Local businesses (i.e. banks, companies) and Organizations (i.e. Rotary, Garden club)
- Town Educational Foundations
- Associated Grantmakers of Massachusetts
- School Administration
- PTO
- Department of Education (i.e. Metco)

Internet: Web site with lots of info re School Grants

http://www.schoolgrants.org/grant_opps.htm

II. Request Guidelines and Check Deadlines

- It is critical that your project matches the funder's guidelines, initiatives, and priorities
- Obtain information about the prospective grantor: their mission, past programs funded, geographical preferences, range of typical grant awards.
- Review other successful proposals

III. Writing the Grant (follow the required guidelines given by the funder)

A. Cover Letter

Briefly introduce your organization and describe your project, including the funding request. Cover letter should be signed by the school or district executive officer and should be written on school/district letterhead.

B. Abstract

Most proposals, particularly foundation and corporation proposals, should include a short project abstract. The abstract defines your entire project - needs, goals, objectives, and budget. The grant guidelines will suggest summary requirements: one page, one paragraph. It is this summary that is usually read first and must generate interest in your project.

C. Grant Narratives

More fully describes your program –Goals, objectives, strategies, budget, and evaluation strategies. Every proposal will require a section(s) that describe the broad goals and measurable objectives of your project. Describe the activities that will be implemented to accomplish your goals and objectives. The budget and budget narrative must closely match the described activities. Your evaluation should measure whether the project objectives are being met on a timely basis.

1. Develop “Case for Support

- **Mission Statement**
- **The Project**
 - **Needs**
 - **Goals (solution)**
 - **Objectives**
 - **Timeline**

The **“mission statement”** is a statement that explains “why” an organization exists, and its long-range strategic plan. A well-written and thoughtful mission statement is important to successfully seek grant funding. What are the qualifications and experience that make your program the right one to take on this work?

Your **"needs statement"** drives your entire grant proposal. The purpose of the grant is to meet the specific needs you have identified. Adequately describe the reason you need the program, If possible, cite research that supports the program for which you are requesting funding.

2. Project Personnel

- **Who being served**
- **Program Management**
- **Advisory Board**

Qualifications of staff and volunteers, relationships in the community .as they relate to this project

3. Project Evaluation

- **How will you measure success**

Funders want to know that, if your project is successful, it will be continued even after their financial support has ended.

4. Budget

- **Costs, in-kind donations**

IV. Review Grant Prior to Submission

Have a colleague read it as if they were the grant reviewer. Proofread and check for clarity and “punch”. Text should be concise. Funders review hundreds of proposals!

Use a readable font type and size (no smaller than 10- point; preferably 12-point). Leave plenty of white space - use margins of at least 1"; double-space if space limitations allow it. If possible, include graphs, photographs, or sidebars occasionally. Bold headings and sub-headings help break up the proposal and make it easy for the reviewer to find sections within your proposal

V. If Proposal Is Rejected

Send a thank you note to the grantor for the opportunity to submit your proposal. Ask if it is possible to receive reviewer comments so that you can see why your proposal was not funded. Use the reviewer comments to improve upon your proposal-writing techniques.

VI. If Proposal is Accepted

Send a thank you note to the grantor and go out and party!

COMPONENTS OF A PROPOSAL

Most grantors expect to see the following eight components in grant proposals:

Summary: Very briefly summarize the project for which you are requesting funding. You should be able to describe your project in just 3-4 sentences.

Introduction: Use this section to tell a little about your organization - what qualifications do you have to administer the program/funds for which you are asking?

Statement of Need: Use facts to describe the needs your organization has that the proposed project will address.

Objectives: Describe the major ways the project is expected to impact your goals and the organization's needs. Objectives should be stated in measurable terms.

Methods: How are you going to accomplish the objectives of the program?

Evaluation: What quantifiable methods will you have in place to monitor the success of your program? [On-going monitoring of the program is required to determine that objectives are being achieved. Frequent self-evaluations enable timely corrections and adjustments if parts of the program are proving to be ineffective.]

Future Funding: How will your organization continue this program when the grant ends?

Budget: Clearly delineate costs borne by the grant. Be as accurate as possible.

RESOURCES FOR GRANTS

New England Foundation for the Arts (NEFA)

145 Tremont Street, 7th floor
Boston, MA 02111
(617) 951-0010
www.nefa.org

Associated Grant Makers

55 Court Street Suite 520
Boston, MA 02108
(617) 426-2606
www.agmconnect.org

NEW ENGLAND'S CREATIVE ECONOMY DIRECTORY
www.creativeground.org

Massachusetts Department of Education

750 Pleasant Street
Malden, MA 02148
www.doe.mass.edu

Arts|Learning (Arts Advocacy)

P.O. Box 483
Medfield, MA 02052
(508) 335-1670
info@artslearning.org

Massachusetts Cultural Council (MCC)

10 St. James Ave. 3rd. fl.
grantmaking10 Boston, MA 02116
Diane Daily, Creative Youth Development,
Programs Manager
diane.daily@art.state.ma.us
www.massculturalcouncil.org

Local Cultural Councils

Each town has a local council that has a process. This council is affiliated with the MCC. (617) 727-3668 x 262

Check the MCC website for grant opportunities or call your Town Hall for the head of your local cultural arts council.