Grant Writing 101:
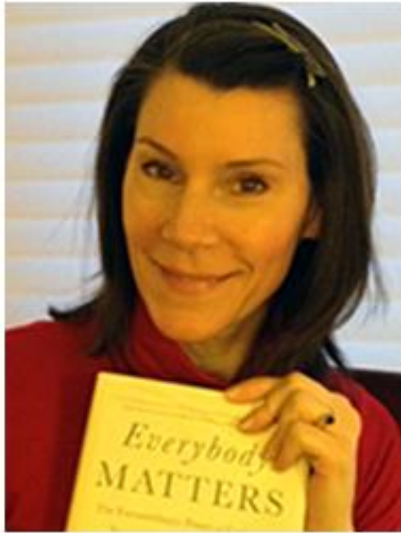## Basics for Programming Librarians

July 25, 2018

Welcome and Announcements

▶ Today's webinar is a presentation of ALA's Public Programs Office, with support from ALA's Cultural Communities Fund (www.ala.org/CCF)

▶ Visit www.programminglibrarian.org for more online learning sessions, program ideas and grant announcements

▶ Tech issues on today's webinar? Send a private message to PPO Admin

PROGRAMMING
Librarian
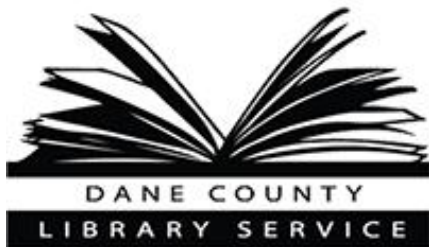An initiative of the American Library Association Public Programs Office

Today's Presenter

Tracy Herold

Director

Dane County Library Service

Madison, WI

Grant Writing 101:
Basics for Programming Librarians

July 25, 2018

Beyond the Page Story

www.beyondthepage.info

BEYOND THE PAGE IS A PERMANENT ENDOWMENT HELD BY THE MADISON COMMUNITY FOUNDATION THAT ANNUALLY FUNDS FREE HUMANITIES PROGRAMMING IN DANE COUNTY LIBRARIES — FOREVER

Beyond the Page

► $65,000/year

► Oversight Committee

► Collaborative & EZ grants

► Workshop instruction
  ○ Ideas
  ○ Grant writing
  ○ Marketing

2018 BTP Oversight Committee

Basic Components

1. Narrative/Evaluation

2. Grantor information & recognition

3. Staff/Partners/Support

4. Budget

5. Marketing

BTP & Forward Theater
2014/2015

OUT OF THE FIRE - THE BANNED BOOKS MONOLOGUES

What You Plan to Do…in 1-2 Sentences

► *From Page to Stage* is a 3-year partnership project between Dane County Library Service and Forward Theater Company to bring monologues and Play Club discussions to Dane County Libraries

- o Title
- o Partners
- o Time frame
- o What/event/activity
- o For who

From Page to Stage
BTP 2017-2019

Does It Relate to Your Funder's Mission?

► Review the grant website; are you eligible?

► Contact the **program manager** and ask questions!

► Get your paperwork in order.
- 501 (c) (3) designation
- Federal Employment Identification Number or FEIN
- State tax-exempt number
- Dun & Bradstreet # (DUNS): https://fedgov.dnb.com/webform

Clear, Concise Narrative

▶ Your funder knows NOTHING about your project!

▶ Lay out the details!

▶ What information will you gather (evaluation)?

▶ How will you sustain the project over time?

Hidden Voices
BTP 2017/2018

Staff...or Who's Doing the Heavy Lifting?

► Who is managing the project – you, your staff, someone else?

► Who will gather data and complete the evaluation?

► Define the responsibilities clearly

From Page to Stage
BTP 2018

SOMEONE'S GOTTA DO IT
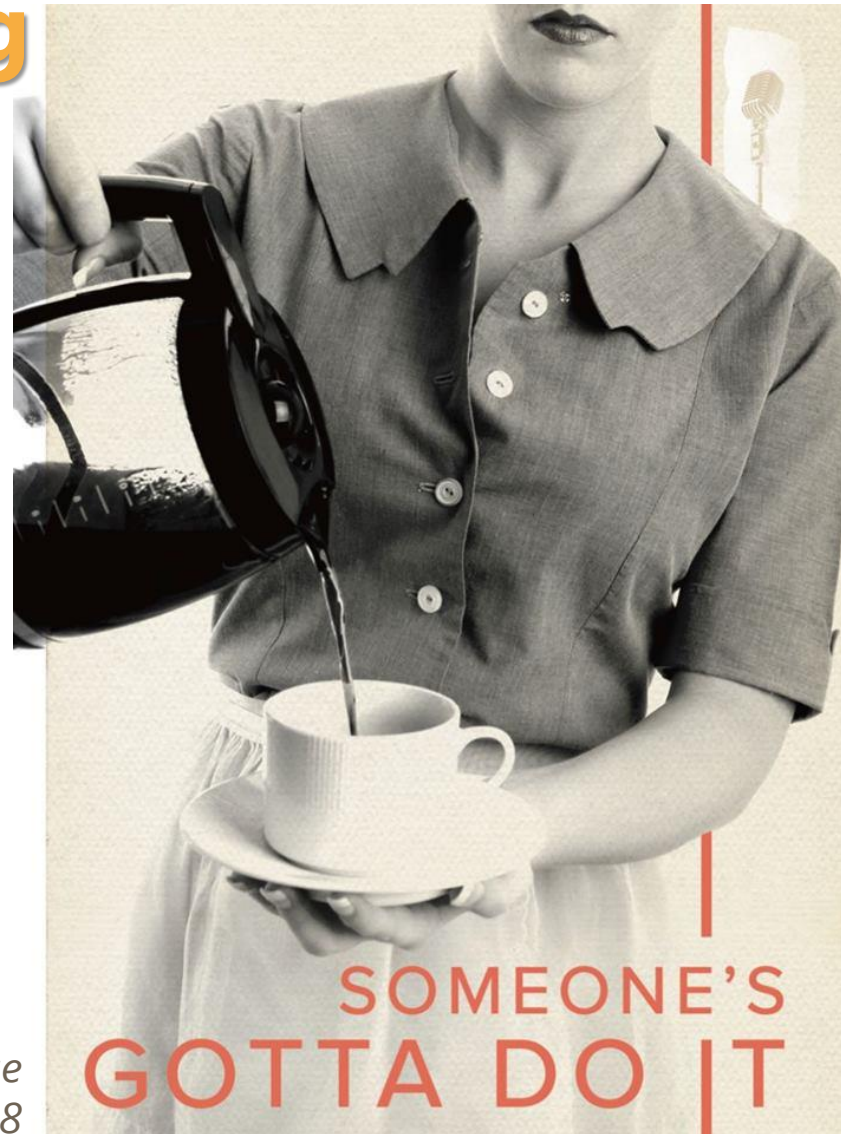
Who Are Your Partners?

► Who else is working with you?

► Clearly define the roles.
  - Staffing
  - Funding
  - Marketing
  - Letters of support

BTP 2018

Support Letters

▶ Support for the proposed project

▶ Support for your organization or other projects

Budget...Two Templates

► Multi donor

► Beyond the Page template

Expenses		75%	25%						
	TL Amt	Municipal	County						
CAPITAL: Cool vehicle	250,000								
Staffing									
2019	50,000	37,500	12,500						
2020	110,000	82,500	27,500						
2021	125,000	94,000	31,000						
Program budget									
2019	2,000	1,500	500						
2020	2,000	1,500	500						
2021	2,000	1,500	500						
Collection budget									
2019	4,000	3,000	1,000						
2020	4,000	3,000	1,000						
2021	4,000	3,000	1,000						
Vehicle operations									
2019	4,000	3,000	1,000						
2020	4,000	3,000	1,000						
2021	4,000	3,000	1,000						
TOTAL PROJECT EXPENSES	565,000	236,500	78,500						

Revenues									
	TL Amt	MPLF/GF	MPLF/TF	MPLF/AF	MPLF	CLB	CO	CF	SC
GREAT Foundation	263000	263000							
TERRIFIC Foundation	80000		80000						
AWESOME Foundation	20000			20000					
MPLF	13500				13500				
County Library Board	60,000					60000			
County	78,500						78,500		
Community Foundation	40,000							40,000	
Support Company	10,000								10,000
TOTAL PROJECT FUNDING	565,000	263,000	80,000	20,000	13,500	60000	78,500	40,000	10,000
		46.5%	*14.2%*	*3.5%*	*2.4%*	*10.6%*	*13.9%*	*7.1%*	*1.8%*

Expense Item	BTP Funds REQUESTED	Matching Funds	Total Funds
Personnel (list people by name)			
•**Administration**			
Project Director: Kylee Stoor, Madison Public Library		MPL Staff	
Fiscal Agent: Deb Lehnherr, Madison Public Library		MPL Staff	
Administrative Support: Tana Elias, Digital Services & Marketing Manager		MPL Staff	
•**Program Personnel** (add lines as necessary)			
Fabu Carter ($200 per program, 13 programs)	$2600	Prep time – in kind donation (20 hrs)	$2600
Sherry Lucille ($200 per program, 13 programs)	$2600	Prep time – in kind donation (20 hrs)	$2600
Catrina Sparkman ($200 per program, 13 programs)	$2600	Prep time – in kind donation (20 hrs)	$2600
Travel Food, and Lodging (list people by name)			
N/A			
Contractual Services (list by name of provider)			
Editor for promotional video	$500		$500
Photographer for Central Library & 1 other event, tbd	$500		$500
Hospitality			
Refreshments for reception with authors (provided by individual libraries)		Approx. $50 per program	$650
Supplies and Services			
Supplies:	N/A		
Duplicating and printing:		MPL Staff	
Telephone:	N/A		
Postage:	$200		$200
Equipment rental:	N/A		
Promotion:	$2000	MPL Staff; UW Afro-American Studies dept.	$2000
Facility rental:	N/A		
Other (specify): books to add to library collections	$750		$750
Totals:	$11,750		$12,400

Transfer **Totals** to the Grant Summary

Hidden Voices
BTP Budget 2017-2018

Expense Item	BTP Funds REQUESTED	Matching Funds	Total Funds
Personnel (list people by name)			
•**Administration**			
Project Director:		MPL in kind	
Fiscal Agent:		MPL in kind	
Administrative Support:		MPL in kind	
•**Program Personnel** (add lines as necessary)			
Travel Food, and Lodging (list people by name)			
n/a			
Contractual Services (list by name of provider)			
Wisconsin Film Festival	2800.00	2000.00	4800.00
7 Humanities Experts for Pop Up Screenings	1400.00		1400.00
1 MSCR Cooking Instructor	200.00		200.00
Licensing Rights for 7 Pop Ups & 1 Teen Theatre	990.00		990.00
4 Stipends for WI Filmmakers – Pinney Mini Film Fest	800.00		800.00
Hospitality			
Refreshments		450.00	450.00
Supplies and Services			
Supplies:			
Duplicating and printing:			
Telephone:			
Postage:			
Equipment rental:		MPL in kind	
Promotion:		1000.00	1000.00
Facility rental:			
Other (specify):blu rays & DVDs to screen & circulate	1500.00		1500.00
Totals:	7690.00	3450.00	11140.00

Transfer Totals to the Grant Summary

Reel Reflecting
BTP Budget 2017

PROGRAMMING
Librarian
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Evaluation

► How will you know your project was successful?

- o What information did you gather?
  - \# of events
  - Attendees
  - Cost
  - Feedback

- o How does this translate to the evaluation criteria?

Evaluation

Event Survey

Explore Humanities with Dane County Libraries

BEYOND THE PAGE

Thank you for taking the time to fill out this survey. Information gathered will be used to evaluate our events and better diversify our programs and audience.

Event title _____

How would you rate this event?   **Poor   Fair   Good   Great**

How did you hear about this event? (at the library, Facebook, friend...)

_____

Please turn over ⟶

Your age:

↓20	20s	30s	40s	50s	60s	↑70s

Please share any comments/suggestions:

My comments may be used by the Dane County Public Libraries for marketing purposes without my name attached. ☐ Yes ☐ No thanks

If you would like to receive Beyond the Page event updates, please print

your email :_____

PROGRAMMING
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Marketing

► Who is responsible for marketing? Partner help?

► Did you include marketing in your budget?

► Was the marketing successful?

Stories in Motion
BTP 2017

Thank You/Donor Recognition

► What kind of recognition does the grantor require?

► Write a thank you letter

► Recognize grantor in all press

► You can never say thank you enough!

Proofing the Grant

▶ Create a deadline of a week before the submittal date

▶ Your donor knows NOTHING about your project

▶ Have two people proofread your grant

▶ Send a draft to the program manager

From Page to Stage
BTP 2018

Monologue FESTIVAL — THE LOVE THAT CHANGED MY LIFE

Contact

► **Tracy Herold**
  ○ herold@dcls.info

► **ALA's Public Programs Office**
  ○ publicprograms@ala.org
  ○ 312-280-5045

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