



# Fundraising Essentials for Collections

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Ohio Connecting to Collections  
Preservation Boot Camp  
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# The Functions of a Proposal

- Represents a program, project, activity, or function that a cultural heritage institution wants to undertake in response to a need
- A request for the allocation of resources
- An instrument of persuasion
- A promise to the funder to do certain things in certain ways
- A plan that serves as guidelines for an institution to implement an activity





# The Proposal: Statement of Problem/Need/Purpose

- Describes the condition in a certain place at a certain time for a particular group of people, and how your organization will change that condition
- This is often the motivator for the grant project
- If the funder agrees with the need, you have them “hooked”





# The Proposal: Need

- Clear relationship to your organization's mission and purpose
- Focus on a need in the community, not in your institution
- Assertions should be supported with evidence
- Consistent with your organization's ability to respond
- Easy to read; no jargon





# Grant Proposal Components

- Narrative
  - Project Significance
  - Project History
  - Methodology And Standards
  - Plan of Work
  - Project Staff
  - Evaluation and Sustainability
  - Dissemination of Findings
- Budget (and Budget Narrative)
- Appendices



# The Proposal: Methodology

- A detailed description of the activities and services to be implemented to achieve the objectives
- How are you going to achieve your goals and objectives?
- Why did you choose these methods?
  - Research findings, experts, past experience, etc.

# The Proposal: Evaluation

- Outputs may not tell us if our goals and objectives were met
- Evaluation — how did we do?
- Measure Outcomes
  - Has our target audience changed or improved skills, attitudes, knowledge, behavior, status, or life condition by experiencing our program

# The Proposal: Sustainability

- How are you going to sustain and maintain the project/program at the end of the grant period?
- Will it continue to grow? How?
- How many organizational resources will this take?
- How will responsibilities be assigned?
- Funds?



# Common Concerns with Grant Applications

- Lack of Communication with a Program Officer
- Failure to follow current guidelines
- Failure to quantify collection formats and size
- Inadequate discussion of ownership & IP rights
- Lack of detail in Plan of Work
- No letters of support or commitment
- Missing information on project staff
- Budget errors





# Government Funders

- Institute of Museum and Library Services (IMLS)
  - National Leadership Grants
  - State LSTA grants (and re-grant programs)
- National Endowment for the Humanities (NEH)
  - Preservation Assistance Grants and Others
  - State Humanities Councils
- National Endowment for the Arts (NEA)
- National Historical Publications and Records Commission (NHPRC)





# NEH Preservation and Access Grant Categories

- Preservation Assistance Grants
- Sustaining Cultural Heritage Collections
- Grants to Preserve and Create Access to Humanities Collections
- Preservation and Access Research and Development Project Grants
- Challenge Grants
- Statewide or Collaborative Projects





# NEH Preservation Assistance Grants

- Awards: up to \$6,000
- Activities:
  - general preservation or conservation assessments
  - consultants to develop a plan to address a specific preservation problem (now including digital preservation)
  - attendance at preservation workshops/training programs
  - purchase of preservation supplies, equipment, and storage furniture
  - purchase of environmental monitoring equipment
- 2014 Deadline: Around May 1





# IMLS Funding Opportunities

- National Leadership Grants for Libraries and Museums (2013 Deadline was February 1)
  - Collections Management Projects
  - Community Engagement
  - Demonstration/Research Projects
  - Digital Collections/Tools
  - Formal Education/Informal Learning
  - Partnerships
  - Public Programs





# More IMLS Funding Opportunities

- Laura Bush 21st Century Librarian Program
- Museum Grants for African American History and Culture (for collaborative projects?)
- Sparks! Ignition Grants for Libraries and Museums





# Resources for Learning about Current Projects: IMLS Connecting to Collections

- Conservation Summit
- Four Regional Conservation Forums
- Conservation Bookshelf
- Statewide Preservation Planning Grants
- Statewide Implementation Grants
- Connecting to Collections Online Community:  
[www.connectingtocollections.org](http://www.connectingtocollections.org).





# Resources for Learning about Current Projects: IMLS WebWise Conferences

- Held Annually in late February or early March
- Held in Washington, DC or other locations
- Presentations on National Leadership Grant Projects, especially digital and preservation projects
- Admission is free; registration fills quickly!
- Information at [www.imls.gov](http://www.imls.gov)





# Five Kinds of Foundations

- General-purpose
  - large endowments, governing boards, professional staff, ex. Ford, Rockefeller, Mellon, Kress
- Special-purpose
  - single purpose foundation
  - purpose determined by founder
- Company-sponsored foundations
  - non-profit entities within a profit making company





# Five Kinds of Foundations

- Community foundations
  - fund within a specific geographical region
- Family foundations
  - rarely staffed, administered by attorney
  - make contact directly with family/individual





# A New Resource on Foundations

## *Foundation Grants for Preservation in Libraries, Archives, and Museums*

- Published by the Library of Congress and the Foundation Center
- Updated 2<sup>nd</sup> Edition published in June, 2009
- Information from 488 Foundations on 1,994 awarded grants
- Available as PDF for download from
  - <http://www.loc.gov/preserv/foundtn-grants.html>





# Questions and Further Discussion

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