



Fundraising, Grants, and all that Jazz

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Learning Goals

- Be inspired to increase fundraising and grant activities
- Create a goal-oriented wish list and learn how to publicize it
- Learn what funders are looking for
- Get *The Big Easy Tips for Grant Success* including where to find the grants

“To accomplish great things, we must not only act, but also dream; not only plan, but also believe.”

Anatole France, 1921 Nobel Prize in Literature

What's Jazz got to do with Funding?

- Jazz is “an ideal first created in the mind, inspired by one’s **passion**, and willed into being.” Jazz music draws from life experience and human emotion as the inspiration of the **creative** force, and chronicles the story of it’s **people**.*

*<http://www.apassion4jazz.net>



Wishing, Dreaming, Hoping



- What if the library funding genie gave us three wishes? Would we know what to ask for?
- Dream of what your ideal community would look like if all your wishes came true.
- We can't predict the future, but we can influence it.

Resonant Leadership published by
Harvard Business School Press

- “If we cannot envision a better future, how can we consciously make the choices that will get us there? That magical and life-giving quality called **hope** is more than just optimism. It is also the result of developing a combination of emotional intelligence, intellectual flexibility, the ability to read one’s environment and see possibilities, and a basic belief in one’s own and other’s power to influence our lives.”

Hope is a magnet that impacts our brains and hormones so we see situations in a positive light and are attracted to positive outcomes.

- C. R. Snyder, “hopeful thought is a combination of clearly articulating goals, believing that one can attain those goals, charting a course of action or a path, and arriving at the goal while experiencing a sense of well-being as a result of the process.”
- Three key requirements for successful leaders:
 - have dreams and aspirations, but in touch with others around them to form the desired image of the future
 - be optimistic and believe in ability to make change
 - see the desired future as realistic and feasible

A grant project to build a dream on...

- Every grant and fundraising project begins with a wish—a dream.
- What difference will it make?

Fundraising must be Mission Driven Not Dollar Driven

- Make a fundraising plan
- Use your mission, library strategic plan, community plans
- Do a needs assessment, hold focus groups, visioning
- Interview a few key people; clergy, directors of service organizations, school teachers, major employers
- No whims! There is no shortage of great ideas.

Identify the Problem

- The grant project is your answer to a compelling problem that exists in the community your library serves.
- What are your community's top issues?
- Unemployment, illiteracy, high school drop-out rates, no safe place for teens, digital divide

Planning a Grant Project

- Problem → Wish/Solution = Grant Project
- Project Planning Tutorial:

http://e-services.ims.gov/project_planning

- [Define the Project](#): Learn a step-by-step process for project development, including analyzing the needs of your organization and your project's target audience. You will also formulate the goals for your project.
- [Plan the Project](#) Develop the components of your project plan, including the activities, the evaluation approach, and the schedule and resources.

Reality Check: Funders aren't Genies & Grants aren't Magic

- They want to use their funds to make a difference
- They have a mission, and it isn't just to give away money.
- Giving away money can be difficult!
- Libraries Change Lives--you have the stories
- We don't learn to write grants in school
- It isn't difficult, you don't need to be a fancy writer

Why Funders Like Libraries

- Libraries have a good rep
- Most people know what the library is
- Libraries spend money wisely
- Libraries won't leave town once the check is cashed

Making Your Wish List

- “A goal is a dream with a deadline.”
--Napoleon Hill, one the earliest American authors of personal success
- No such thing as luck—Success is when opportunity meets preparation (Oprah)
- Put it in writing



Publicizing Your Wishes

- We believe in libraries and what they stand for, but we need to tell others why we are so passionate. If your community doesn't know your roof leaks or your book budget is only 10 cents a person, they should.
- Many people have no idea how much it cost to run a library and how poorly funded most are. If you don't tell them, they will simply assume you are getting the money somewhere else. They have no reason to think your library needs money unless you tell them.
- Individuals give more money than foundations or businesses. In 2004, \$248 billion was contributed to U.S. charitable organizations. 75% (\$188 billion) of those contributions came from individuals. Over 70% of Americans give a charitable contribution every year.

Who Should Know Your Wishes

- Customers
- Elected Officials
- Local foundations (and community foundation)
- State Library and other libraries
- Friends
- Board members
- Staff and volunteers
- Media
- Community groups

Publish Your Wish List



- Put it on your website or blog
- Ask the local paper or media outlet to do a story on your wish list
- Make a brief summary into bookmarks to distribute at check-out
- Have the wish list sent out in the city water bill

Reality Check: It's not easy

- “Fund raising is not a simple exercise, nor should it ever be. Fund raising is the complex process of seeking to involve people in a cause that is responsive to human needs and that is worthy of gift support. Through people involvement, the organization creates an advocacy force that constitutes the core of its strength and assures its advancement into the future.”

Henry A. Rosso, founder and director of The Fund Raising School at Indiana University

Big Easy Tips for Grant Success

- Read the application
- Planning is the most important thing
- Indicate what difference it will make
- Have someone review your writing
- Use OBE
- Have partners
- Get to know your funders

Outcome Based Evaluation

- A change in behavior, knowledge, skill, attitude, status or life condition
- How will you know what you've accomplished if you don't know where you started?
- Select the outcomes that can prove whether the project is successful
- Find out if you are spending staff time, resources and energies on projects and programs that are making a difference

Partners

- Some funders require partners
- More brains, more expertise, more resources, more help, more support, more publicity
- Better chance at success and sustainability
- Childcare, women's groups, teens

Funders aren't ATMs

- Real people review proposals and make decisions—Get to know them!
- You are asking the donor to become a partner in a successful, important program in their community, not for money to keep the lights on.
- Make it known why you need the funds, what the funds will be used for, and when the funds will be spent.
- The more funding you ask for, the more details you need to provide potential donors.

How to Find the Grants

- LSTA
- Library Grants blog
- Local Sources; businesses, foundations, social organizations
- Government
- Top Funders

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, founder, Habitat for Humanity.