**Visualizing Funding for Libraries: You've Gathered the Data, Now What?**

**Learner Guide**

<https://www.webjunction.org/events/webjunction/visualizing-funding-for-libraries-now-what.html>

**Event Description:** In 2017, the [Visualizing (and Finding!) Funding for Libraries](https://www.webjunction.org/events/webjunction/visualizing-and-finding-funding-for-libraries.html) webinar introduced you to a dynamic and freely available [data-visualization tool](http://libraries.foundationcenter.org/) that enables library professionals and supporters to search for institutional funding for libraries at national, state and local levels. This webinar will re-familiarize you with the tool and then explore how to take the next steps with your data visualizations. Presenters will connect key data findings from the tool to national trends in philanthropic support for libraries. Using the tool to leverage networks and relationships, learn how to generate a viable list of potential funders to research further in order to determine the right fit for your library. You’ll also learn the action steps to take after identifying a funding prospect that will get your proposal to the top of the pile.

**Presented by:** Kate Tkacik and Ellen Jacks

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |

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| **Your Past Grants and Regional Funders** |
| Find your library on the Visualizing Funding for Libraries data tool. Who has given your library (or a library near you) a grant in the past? Who are the other foundations giving grants in your region? Who else is receiving grants? |
| **Getting to Know Foundations** |
| From these questions, look at which foundations may be good funding prospects. Look at the Pathways and Constellations features to see who you’re connected to. What are some of these foundations’ average grant size? What are their priority areas? How do you apply to them? (Hint: Look at their organization profile and website for more information). |
| **Potential Projects** |
| Brainstorm a few projects that you’ve been thinking of implementing at your library that could be supported by a grant.  1)  2)  3) |
| **Matching Projects to Potential Funders** |
| Using what you have brainstormed, try a new search to locate other potential funders. Who has funded similar projects or programs? Come up with a list of 3-4 prospects. Why are they a good fit for your library?  1)  2)  3)    4) |
| **Action Plan:** (include next steps, who, when, etc.) |
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