# Kendra Morgan
Senior Program Manager, WebJunction



# Steph Harmon
Program Design & Development Manager, WebJunction

# Agenda

Seek and evaluate grant opportunities

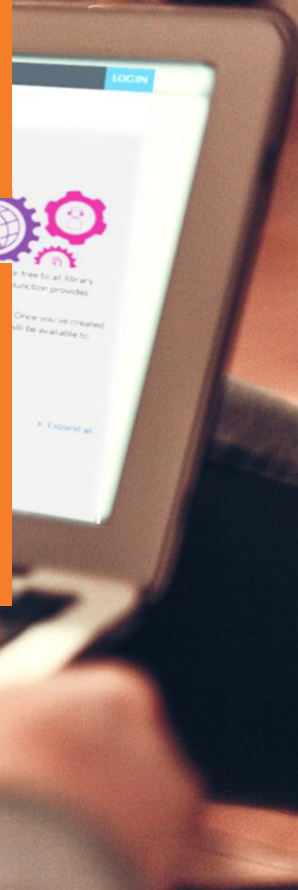Alignment of the library and the funder's mission

Build organizational support for a proposal

Submit a strong application

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# WebJunction:
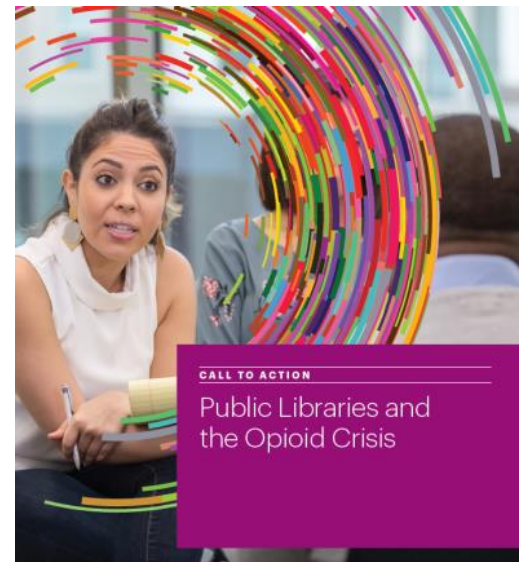
## "The learning place for libraries"

- online learning network
- free professional development for all
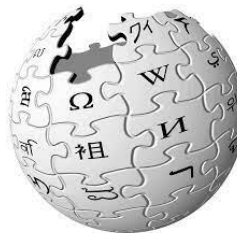- initiatives to scale learning and innovation

# WebJunction projects

SUPERCHARGED STORYTIMES

Access to Civil Legal Justice Project

CALL TO ACTION
Public Libraries and the Opioid Crisis

Digital Collections Stewardship

Wikipedia and Libraries: Better Together

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# Free learning events and resources

| | | |
|---|---|---|
| Live webinars 2x/month | Library-related, self-paced, online courses | New articles and stories each week |
| Crossroads e-newsletter 2x/month | Social media engagement | Research on trends in learning and libraries |

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**Poll question**

# Tell us about your experience with grant proposals:

I have never worked on a grant proposal.

I have worked on a proposal (could be as a reviewer, a contributor, the lead).

# Poll question

# In the last five years...

My organization has received a grant.

My organization has not received a grant.

Don't know

# SEEK AND EVALUATE GRANT OPPORTUNITIES
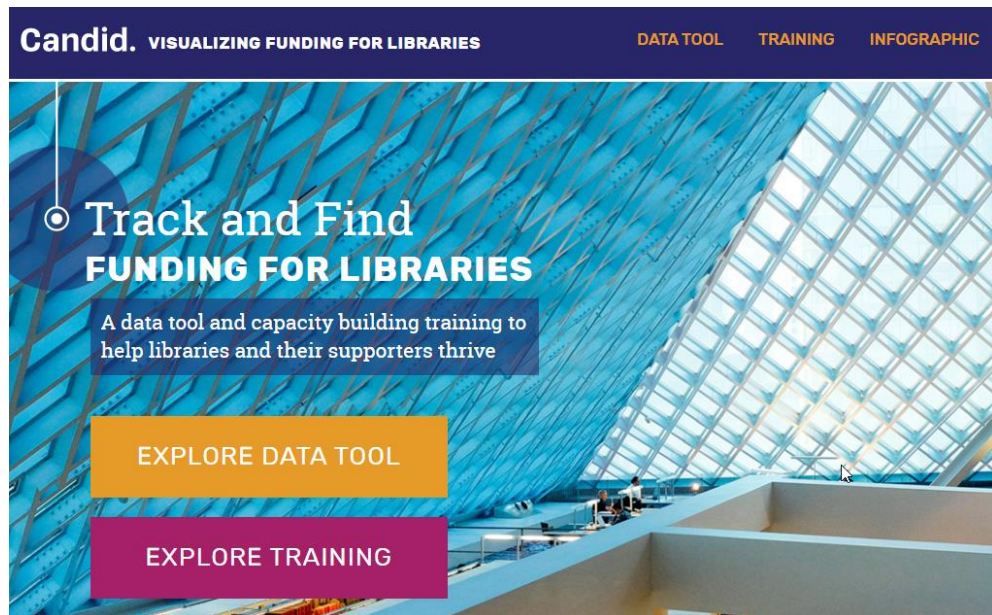
# Opportunities look different

Here it is!

Where is it?

# Seeking grants: Homework time!

Research is key to grantseeking.

**Tip:** Use Candid's **Visualizing Funding for Libraries Data Tool** to learn a foundation's interests, priorities, and size of grants they award



**https://libraries.foundationcenter.org**

# ALIGNMENT OF THE LIBRARY AND THE FUNDER'S MISSION

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# Make your case – it's not about the library

Funders want their investments to have a meaningful, lasting impact.

**Tip:** Highlight why your library is the best organization for the funder to invest in to bring about change in the community.

# Align with the funder

Every funder is different.
And their priorities are key.

**Tip:** Consider how you might tailor your proposal to use language that feels authentic to you and your library *and* will resonate with the funder's staff and decisionmakers.

# RELATIONSHIP BUILDING

# Relationships are everything

Seek meaningful ways to connect with prospective funders, and don't be afraid to ask for their advice on your idea or your proposal.

**Tip:** Tap into your network to see who can help you make a connection.

# Grantseeking is an ongoing process

Familiarize yourself with a funder's grant calendar and cycle.

**Tip:** Continue to nurture the relationship with the funder in meaningful ways. After an award, profile how their investment impacted your community in a way they require or appreciate.

# BUILD ORGANIZATIONAL SUPPORT FOR A PROPOSAL

# Who are the stakeholders?



Managers

Staff who will do the work

Local government

Library Director

Community

External partners

Board / Trustees

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# Chat: What concerns might be raised by your stakeholders?
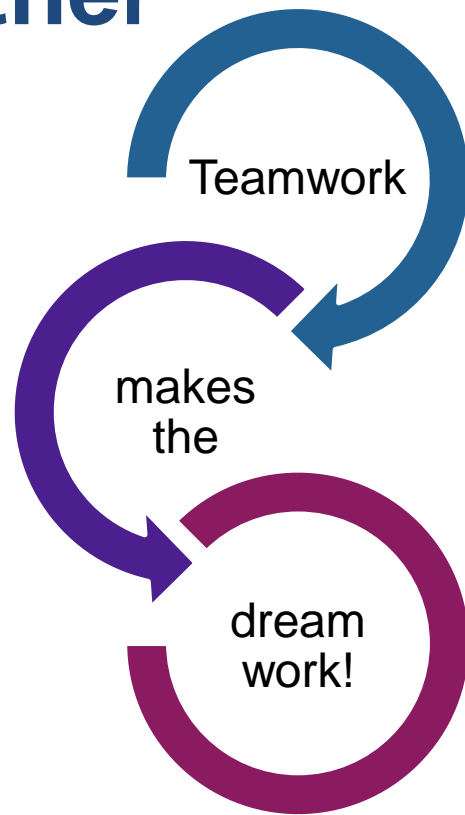


Image: Pixabay

# What's in it for me?

- "Me" = individual, the team, the organization
- Skill development
- Staff training
- Good vibes, acknowledgment
- New resources



Image: Pixabay

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# Partnerships: stronger together

- Aligned missions should be a key driver for partnerships
- Eligibility with funders (501c3 status)
- Contributions of resources and capacity
- Create clarity around roles and responsibilities

Teamwork

makes the

dream work!

# Chat: What are some benefits of partnerships?



Image: Pixabay

# SUBMIT A STRONG APPLICATION

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# Plan the work and work your plan…

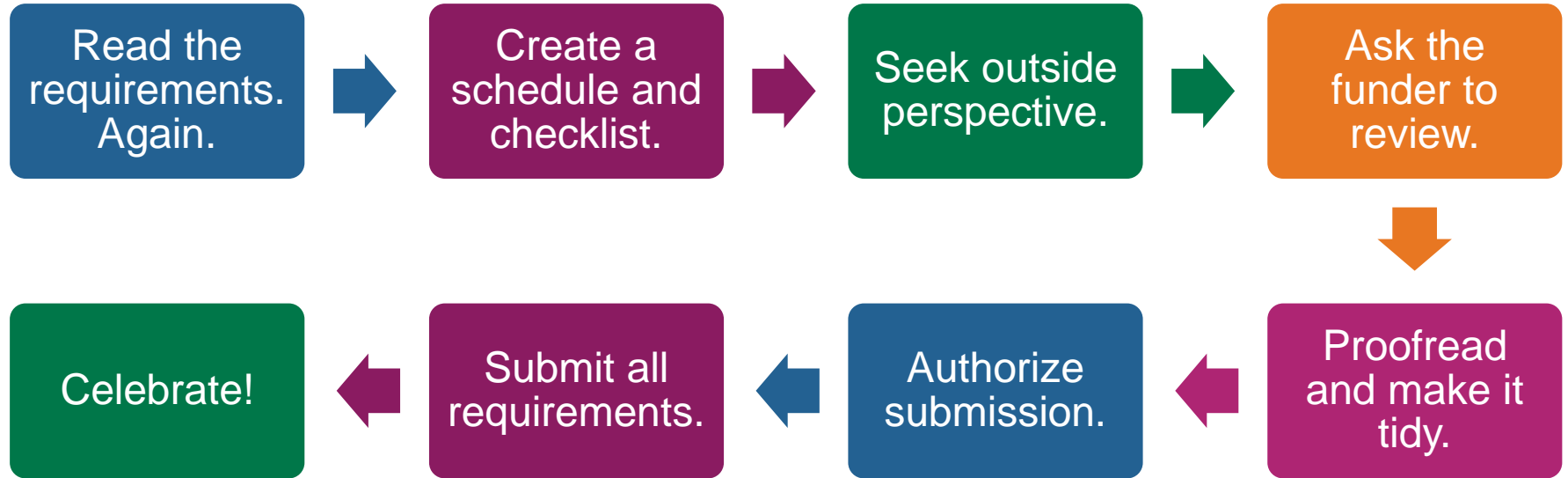| | | | | |
|---|---|---|---|---|
| 1. Determine priority areas | → 2. Draft project concept | → 3. Research prospective funding sources | → 4. Contact funder to discuss concept | → 5. Draft proposal |
| 6. Submit proposal | → 7. Discuss proposal / feedback with program officer | → 8. Follow-up activities | → 9. Wait… | → 10. Result |
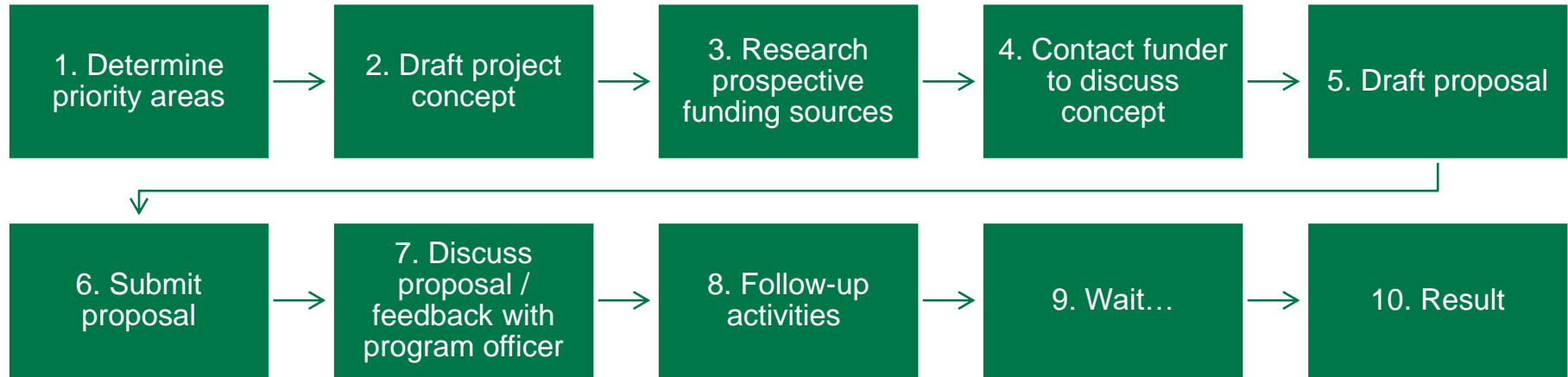
May be a cycle of iterating that repeats 4-10.

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# Tips

Read the requirements. Again. → Create a schedule and checklist. → Seek outside perspective. → Ask the funder to review.

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# Tips

Read the requirements. Again. → Create a schedule and checklist. → Seek outside perspective. → Ask the funder to review. ↓

Celebrate! ← Submit all requirements. ← Authorize submission. ← Proofread and make it tidy.

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# AWARD NOTIFICATION

# Learning from a "no"

- Get feedback from the program officer
  - schedule a call to learn more
    (mission alignment, program design, competitive)
  - recommendations for other funders to approach
- Read any reviewer comments
- Is it suitable to resubmit?

# RESOURCES

# Self-paced course



Grantseeking

**FOR LIBRARIES**

Top 10 Practices for Foundation Funding

https://learn.webjunction.org

# Fundraising



**Beyond Book Sales:**

**Practical Ideas for Raising Funds for Your Library**

Library Strategies, A Consulting Group of The Friends of the Saint Paul Public Library

# Budgets and funding



Image: Pixabay

# Community discovery



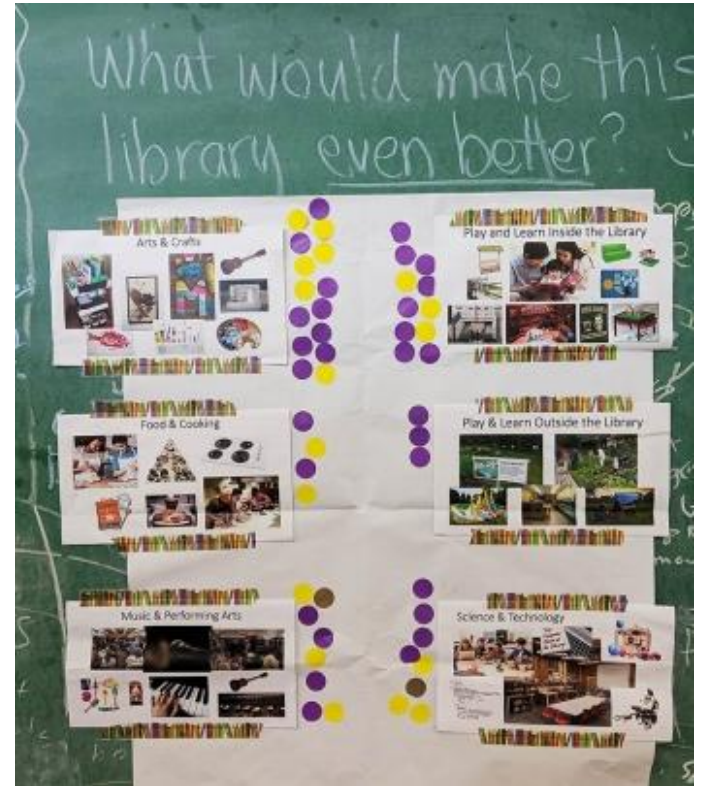Photo courtesy Poy Sippi Public Library



Photo courtesy Waimea Public Library

https://www.webjunction.org/news/webjunction/discover-community-needs-and-interests.html

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# Five important things

Grantseeking takes time and planning

Do your homework: Alignment is key

Make the case (it's not about your library)

Relationships are everything

The process is ongoing

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# What questions do you have?

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