

Grant Writing 101



*adapted from presentation by Anne Pryor at
Wisconsin Music Education Association conference, October 2014*

2 Statewide Grantors for Projects that are members of Cultural Coalition of Wisconsin

- Wisconsin Arts Board
 - Creative Communities Program
 - Arts Education, Folk Arts & Local Arts emphasis
 - \$1,500 - \$6,000 awards
 - One annual deadline & award period
- Wisconsin Humanities Council
 - Mini-grants up to \$2,000
 - Four annual deadlines
 - Major grants up to \$10,000
 - Three annual deadlines

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- Local Grantors – before turning to state-level funders with possibly more challenging applications, dip your toes into grantwriting with local grantors first

Statistics:

WAB Creative Communities Arts Education Fiscal Year 2015

Phase 1

Number of Applicants:	Total: 28	urban: 20	rural: 8
Applicants Invited into Phase 2:	Total: 19	urban: 13	rural: 6

Phase 2

Number of Applicants:	Total: 19	urban: 13	rural: 6
Applicants Recommended for Funding:	Total: 13	urban: 10	rural: 3

Phase 2 Amount Requested:	\$98,730
Amount Recommended for Funding	\$72,900
Amount Awarded:	\$68,600

Statistics:

WAB Creative Communities Folk Arts

Fiscal Year 2015

Phase 1

Number of Applicants:	Total: 6	urban: 6	rural: 0
Applicants Invited into Phase 2:	Total: 6	urban: 6	rural: 0

Phase 2

Number of Applicants:	Total: 6	urban: 6	rural: 0
Applicants Recommended for Funding:	Total: 4	urban: 4	rural: 0

Phase 2 Amount Requested:	\$35,000
Amount Recommended for Funding	\$22,000
Amount Funded:	\$21,775

Statistics:

WAB Creative Communities Local Arts

Fiscal Year 2015

Phase 1

Number of Applicants:	Total: 40	urban: 24	rural: 16
Applicants Invited into Phase 2:	Total: 30	urban: 16	rural: 11

Phase 2

Number of Applicants:	Total: 24	urban: 14	rural: 10
Applicants Recommended for Funding:	Total: 22	urban: 13	rural: 9

Amount Requested:	\$110,041
Amount Recommended for Funding:	\$102,041
Amount Funded:	\$ 95,860

Statistics:

WHC Grants from 2000 - 2012

Mini-Grants

Average Annual Number of Applicants:	Total: 58
Number funded	59%
Average award	\$1,632

Major Grants

Average Annual Number of Applicants:	Total: 37
Number funded	51%
Average award	\$7,657

WAB's

Your

Grant Process



December



Post application and guidelines on website

Work out project plans with partners

WAB's

Your

Grant Process



December



January



WAB staff provides technical assistance via phone, email & meetings, including a Q&A conference call for applicants

Applicants write the Phase 1 application

WAB staff recruits and orients 5 panelists per Creative Communities sub-category

WAB's

Your

Grant Process



December



January



February



2nd - Panelists review submitted Phase 1 applications and determine which should advance to Phase 2

1st - Applicants submit their Phase 1 application via email

WAB's

Your

Grant Process

March



1st - WAB staff provide technical assistance to Phase 2 applicants including a Q&A conference call for applicants and review of grant drafts upon request

2nd - Applicants prepare and submit a Phase 2 application via WAB's eGrant system

3rd - Panelists review submitted Phase 2 applications

WAB's

Your

Grant Process

March



April



Panel meets to review and score Phase 2 applications

Applicants can attend the panel meeting or listen to a recording after the meeting

WAB's

Your

Grant Process

March



April



May



15-member Wisconsin Arts Board meets to vote on panel recommendations

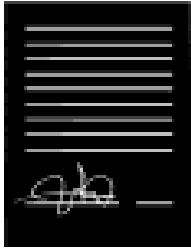
Applicants can call to find out the status of their application

WAB's

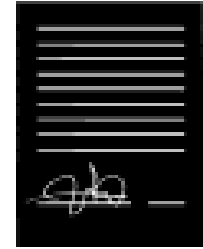
Your

Grant Process

June



WAB sends contracts



Awardees return signed contracts

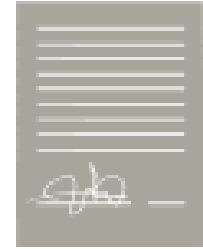
WAB's

Your

Grant Process



June



July



WAB sends award checks



*Awardees receive award checks.
Projects occur between July 1 – following June 30*

WAB's

Your

Grant Process



June



July



June
12 months later



Projects end. Final reports will be due.

CREDITS – Icons are from [The Noun Project](#), specifically Øystein W. Arbo, Douglas Cavendish, Andy Santos-Johnson, Ben King, Rémy Médard, Luis Prado, Cindy Hu, Ainsley Wagoner, Cris Dobbins, Mayene de Leon, Diego Naïve, Michael Rowe, Daniel Shannon, Juan Pablo Bravo, Irene Hoffman, Joe Aimonetti, and Martha Ormiston

Creative Communities Phase 1

Scoring Criteria

1. Project aligns with purpose of the Creative Communities program. *2 points*
 2. The project meets one or more of the relevant component goals. (Components are Arts Education, Folk Arts or Local Arts.) *2 points*
 3. The project's artistic, educational, cultural value is strong. *3 points*
 4. The level of community participation and accessibility apparent within the project summary is strong. *3 points*
- Bonus: The proposal shows a level of creativity that deserves acknowledgement. (*1 point*)

Creative Communities Phase 2

Narrative Questions

1. Expand upon the Project Description Summary that you submitted in Phase 1.

Elements to consider when responding:

- Specific activities that will occur
- Where and when the activities will take place (a detailed timeline is often a good idea)
- Who the direct participants are (artists, adults, children seniors, audience, volunteers)
- The type and quality of the art involved
- Your organization's or school's goals for the project
- How the project addresses the Creative Communities Arts Education, Folk Arts OR Local Arts goals and merits public funding

2. Describe your capacity to manage the project.

Elements to consider when responding:

- The number of paid staff and/or key volunteers in your organization (schools need not answer this)
- The number of paid staff and/or key volunteers who will be working on this project
- Who the skilled and experienced personnel involved in the project are, and a description of their qualifications
- Who will be responsible for implementing the project activities
- How you will evaluate the project's success based on your stated goals for the project (what will you measure and how will you measure it)

3. Describe how you will work with and involve the community in this project:

Elements to consider when responding:

- How community members and partner organizations were/will be involved in the project planning and evaluation process
- The specific strategies that you will use to persuade people to participate directly in the project (examples of participation strategies include creative marketing/communication strategies, pre- or post-performance lectures or discussions, programming in non-traditional venues such as churches, taverns, libraries, etc.)
- How the project addresses larger community needs or goals (and how you identified those needs/goals)

Common Grant Writing Stumbles

- Proposal doesn't match the program.
- Applicant isn't eligible to apply.
- Not enough details
- Too many of the wrong kind of details
- Not a clear vision of the end goal
- Poor writing
- Skewed budget

Grant Writing Strengths

- Good Fit
 - Project embodies grant program goals
 - Project matches mission of applicant
- Good Ideas
 - A clear vision of project
 - Clear objectives with ways to measure them
 - The budget and the narrative tell the same story – one in numbers and the other in words.
- Good Grantsmanship
 - Strong writing (or at least without mistakes)
 - Strong support materials

Contacts

Considering applying for a grant? Contact:

Karen Goeschko, karen.goeschko@wisconsin.gov

for Wisconsin Arts Board's Creative Communities – Local Arts

Kaitlyn Berle, kaitlyn.berle@wisconsin.gov

for Wisconsin Arts Board's Creative Communities – Arts Education
& Creative Communities – Folk Arts

Mark Livengood, rlivengood@wisc.edu

for Wisconsin Humanities Council's mini-grants and major grants