Grant Writing 101
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GRANT WRITING – THE BASICS
1. Before You Start
2. Understand the Granter
3. Writing a Winning Proposal
4. Post-Submittal
5. Best Practices
ABOUT
106 GROUP & ANNE

Cultural Resources Management

Interpretation & Exhibit Design

Cultural Heritage Planning

www.106group.com
Anne’s Background

- Originally from the United Kingdom – now Minnesota based
- Co-owner of 106 Group
- Vice President for International Council for Monuments and Sites (ICOMOS) Interpretation Committee
- “Expert Member” of the ICOMOS International Committee on Cultural Tourism.
<table>
<thead>
<tr>
<th>Examples of our Tribal Work</th>
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<tbody>
<tr>
<td>Akwesasne Mohawk</td>
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<td>Tourism Interpretive Plan and Infrastructure Plan</td>
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<td>Cherokee Nation of Oklahoma</td>
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<td>Cultural Tourism Strategic Plan</td>
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<td>Seminole Tribe of Florida</td>
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<td>Ah-Tah-Thi-Ki Museum Interpretive Plan</td>
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<td>Shakopee Mdewakanton Dakota</td>
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<td>Various cultural and heritage support</td>
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<td>Bois Forte Band of Chippewa</td>
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<td>Archaeological services</td>
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<td>Caddo Nation</td>
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<td>Caddo Mounds Interpretive Plan</td>
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BEFORE YOU START
Purpose

Is it just about the money?

Your ultimate goal is to complete amazing projects!

Money is a means to the end – not the end
Ask Yourself – Why?

Grant writing is like good storytelling

Why is your project/program special?

Why are you passionate about it?

Why should someone else be passionate about it?

Your ultimate goal is to complete amazing projects!

Money is a means to the end, not the end
How?

How are you going to achieve your project?
Will it be done in many stages?
How are you dividing each stage?
How does one stage inform the next?
What schedules do you need to be aware of?
What will it all cost?
How will you stand out in the crowd of other applicants?

*Remember - Money is a means to the end, not the end*
Who?

Who is going to do the work?

Staff
Consultants
Volunteers

Who do you need support from?

Council
Community
Artisans, artists, businesses

Remember - Money is a means to the end, not the end
UNDERSTAND THE GRANTER
How applications are reviewed & scored

- Technical Review
- Peer Review
  - Statement of need
  - Program design
  - Applicant capability
  - Budget and sustainability
Resources for public information

• Bulletins
• Fact sheets
• Journals
• Reports
• Summaries
Know the grant organization

• What are their priorities?
• Who are their people?
• Who have they awarded in the past?
Writing

• Use the (value) points to outline your writing, e.g. community value, educational value, cost effectiveness
• Concise, precise and clear
• Compelling storytelling
Design & Presentation

• Use consistent titles, fonts, and structure
• Include strong visual graphics and maps
• Limit graphics to one per page
• Proofread!
Goals & Objectives

Make a case for success – with forward-thinking goals and measurable objectives
Case Studies

Use examples and case studies to strengthen your message

Shakopee Mdewakanton Sioux Community
Cost

• Build the budget after you complete your narrative – make sure costs tie in with narrative
• Get a quote for work – use real numbers
• Check your math!
Schedule

• Be realistic

• Identify key tasks that will be carried out to implement the program successfully

• Include all tasks from first day to last

• Identify who is accountable for each activity
Partnerships

Use partnerships to boost your credibility
Post-Submittal

- Tracking follow up
- Building and maintaining relationships
- Learning from your losses
BEST PRACTICES
Best Practices

- Know your deadlines
- Know the number of grants awarded
- Know your competition
- Match your request to the award range

LA Johnson / NPR
Best Practices

• Tell your story!
• Include graphics
• Relationships – collaborative partner organizations
• Pay attention to politics
• Maintain contact with funders – make them excited about your project

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CASE STUDY
Tourism planning to promote cultural restoration, share culture and build a healthy economy.
Questions?

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