

Grant Writing 101



AIANTA

American Indian Alaska Native
Tourism Association



106GROUP

Connecting People + Place + Time





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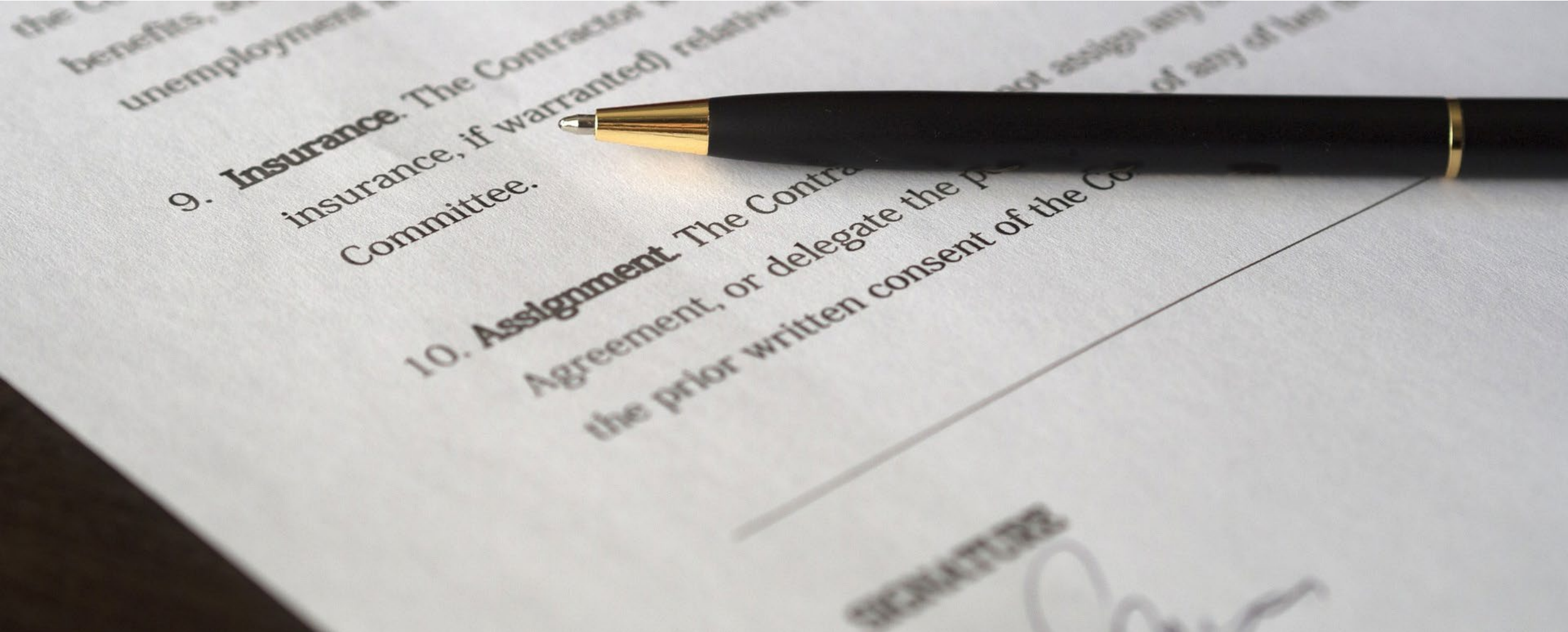
AIANTA



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Education Manager

AIANTA



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



106GROUP
Connecting People + Place + Time



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.*

Examples of our Tribal Work

Akwesasne Mohawk

Tourism Interpretive Plan and Infrastructure Plan

Cherokee Nation of Oklahoma

Cultural Tourism Strategic Plan

Seminole Tribe of Florida

Ah-Tah-Thi-Ki Museum Interpretive Plan

Shakopee Mdewakanton Dakota

Various cultural and heritage support

Bois Forte Band of Chippewa

Archaeological services

Caddo Nation

Caddo Mounds Interpretive Plan



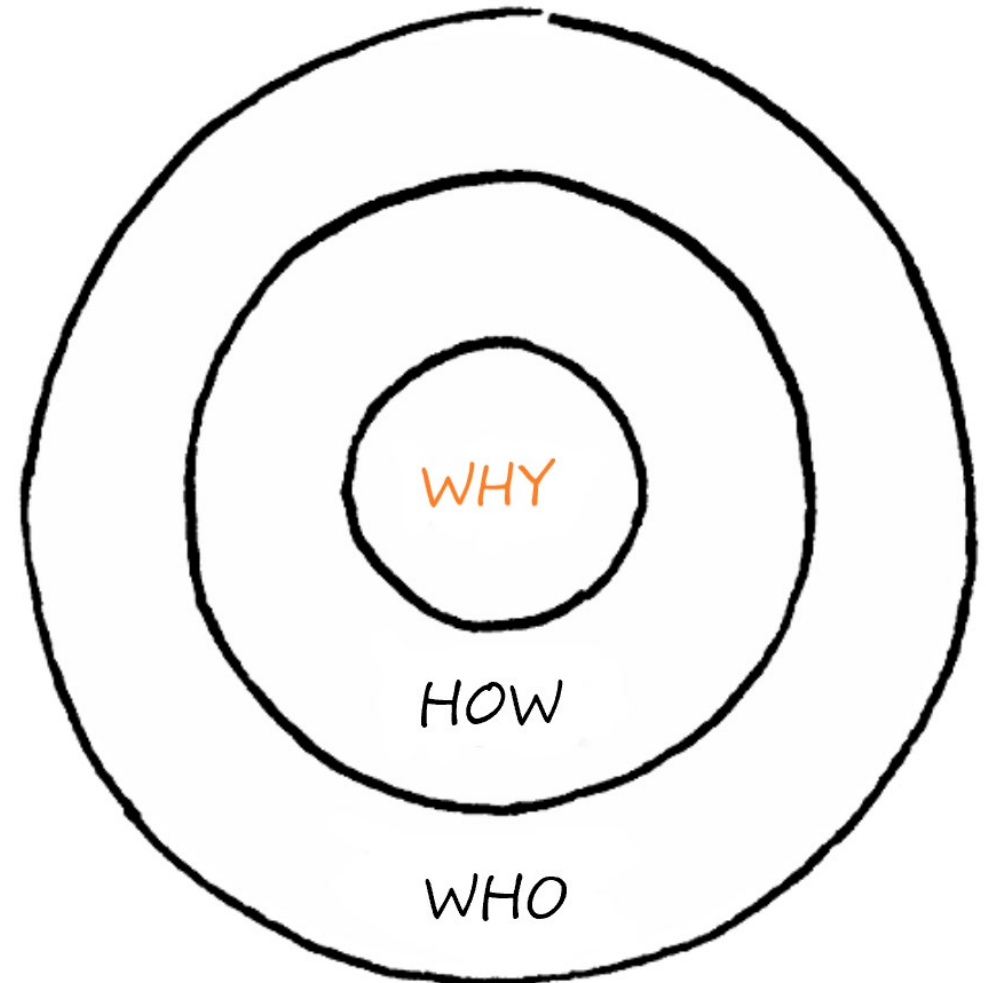
BEFORE YOU START

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 A WINNING PROPOSAL

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

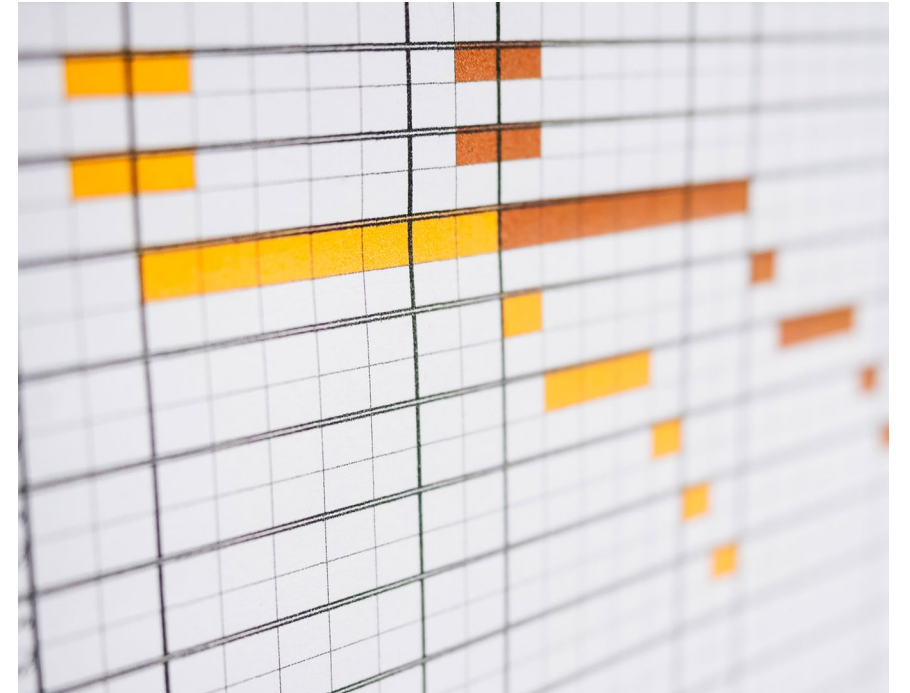
Cost

- 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

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



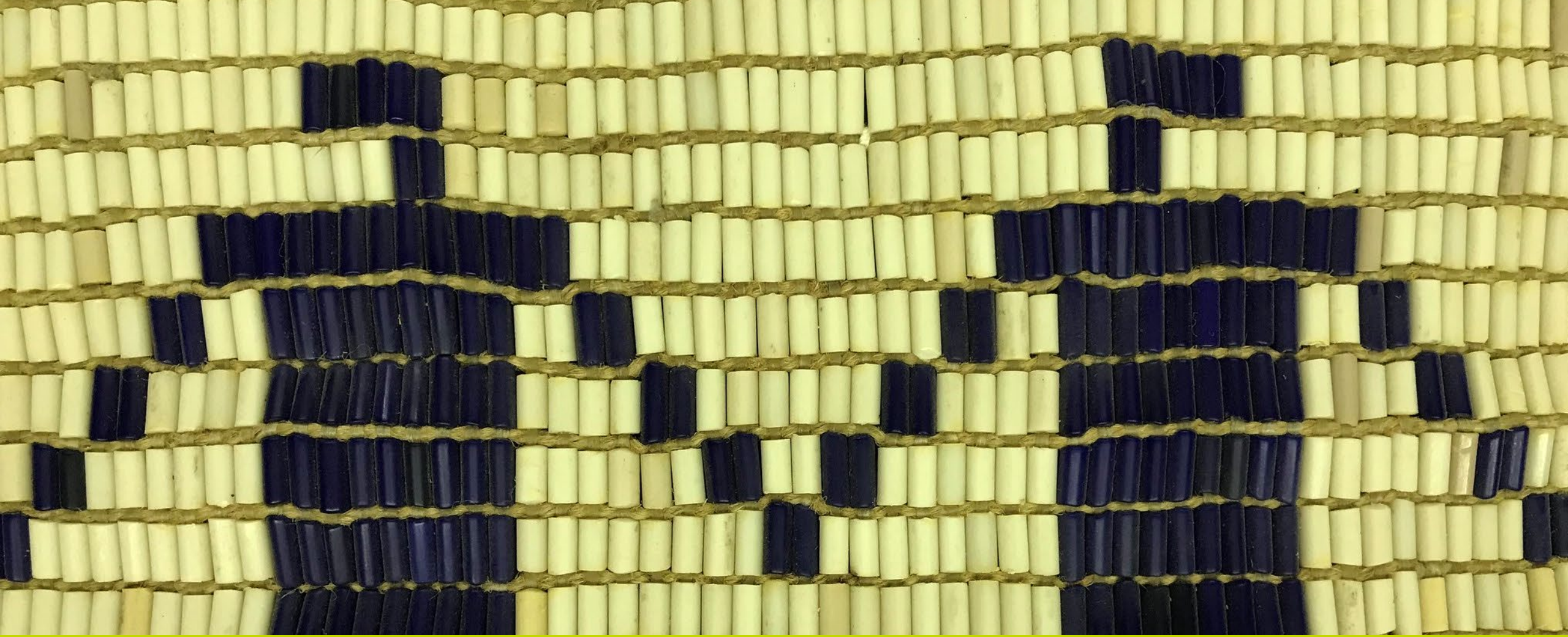
LA Johnson / NPR

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



Shakopee Mdewakanton Sioux Community



CASE STUDY



Experience Akwesasne

Tourism planning to promote cultural restoration, share culture and build a healthy economy.

Questions?



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