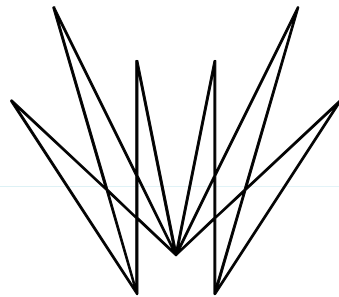


Creating Successful Grant Projects



MINNESOTA HISTORICAL
& CULTURAL GRANTS

*Made possible by the Arts and Cultural Heritage Fund through the vote of Minnesotans
on November 4, 2008. Administered by the Minnesota Historical Society.*

Grants in general

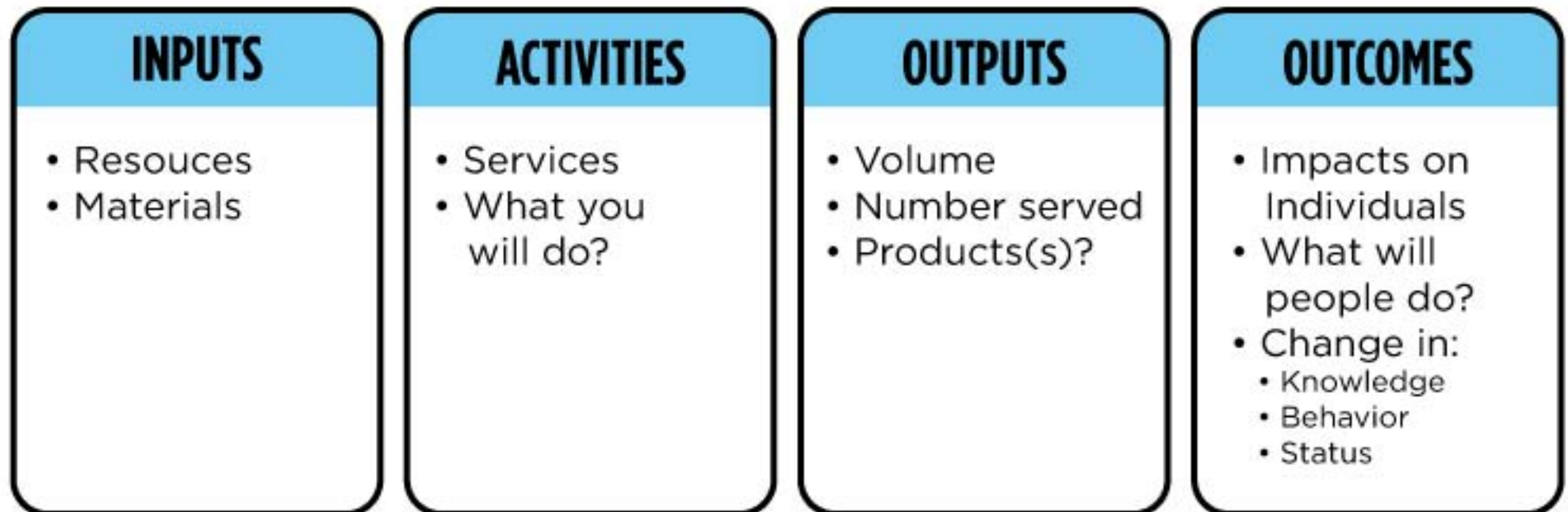
- ▶ Relationship
 - Seldom has anything to do with “liking” you
 - Integrity
- ▶ Level of organization
 - Idea vs. Plan
- ▶ Entity with funds
 - Local, State, or National
 - Government, Foundation, or Individual
- ▶ Your own goals
 - Getting money is not the primary goal!
 - Internal strength vs. strategic alliances



But, how do I get them?

- ▶ Determine all tasks for the organization
- ▶ Prioritize tasks for timeliness and sequence
- ▶ Scope out each task including rough cost
- ▶ Match each task with a funding source

Basic Project Logic Model



Basic Written Elements

STATUS

- Current situation
- Compare to Standards
- Why is this important?

GOAL

- What outcome will be achieved?
- Standard that will guide

WORKPLAN

- Process
- Step-by-Step
- Usually tied to time
- Who will do what?

EVALUATION

- How will you gather outputs?
- Assess outcomes
- Who will do this?

Status: Need and Rationale

- ▶ Why are you doing this project?
 - Project required to meet or address an identified standard;
 - Project suggested by planning documents;
 - MAP, CAP, Long-range Plan, Preservation Plan, etc.
 - Project would fill an identifiable gap in preserved knowledge;
 - Consumer demand requires this project;
 - Project is necessary to address a time-sensitive issue.



Work Plan and Timetable

- ▶ What, specifically, are you going to do?
 - Step-by-step (if appropriate for your project).
- ▶ When are you going to do each step?
- ▶ Is there enough time allotted for each task?
 - Do the math! For example, if you are doing a cataloging project, how many objects can you realistically get cataloged in an hour or a day? Try doing a test.
- ▶ Did you allow time to evaluate your project?
 - Do a survey, for example, to measure your outcomes.



Work Plan and Timetable

- ▶ Consider timing from the grantmaker
- ▶ Snow birds?



Project Personnel

- ▶ Who is going to work on the project?
 - Regular staff? Full-time or part-time?—be sure to state that.
 - Volunteers?
 - Consultant(s) or other hired worker(s)?
- ▶ What are their qualifications for the tasks that each person will be performing?
- ▶ If you are hiring a consultant or worker(s), how do you plan to recruit them? Or, if you already have someone in mind, how did you decide on them?



Evaluation

- ▶ Measuring Success
- ▶ Measuring Outputs
- ▶ Measuring Outcomes



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Evaluation – Measuring Success

- ▶ How will we know if your project was successful?
 - Did you complete your project? Did you reach your stated goals? Did you accomplish what you wanted to?
- ▶ SMART success:
 - **S**pecific – to your project.
 - **M**easureable – accurate and complete.
 - **A**ctionable – helps correct or validate decisions.
 - **R**elevant – can't measure everything.
 - **T**imely – have data when you need it.
- ▶ Outputs let you quantify your success.
- ▶ Outcomes let you qualify your success.



Evaluation – Measuring Outputs

- ▶ Outputs are tied to your project goals.
- ▶ Outputs are usually easy to measure – it's counting widgets!
 - How many objects did you catalog?
 - What percentage of your collection did you inventory?
 - How many oral history interviews did you conduct?
 - How many people came to your program?
 - How many square feet of shingles were applied?



Evaluation – Measuring Outcomes

- ▶ An outcome is a change in knowledge, behavior, or status
 - A simple example: How many people took your genealogy class is an output; how many people actually learned to trace their family tree is an outcome.
- ▶ You can't just assert something, you have to substantiate it.
- ▶ Some projects are easier to come up with outcomes than others, and some outcomes are easier to measure than others.



Evaluation – Measuring Outcomes

- ▶ Let's brainstorm some possible outcomes and how you would measure them:
 - What did people learn from coming to your program? Or visiting your website? Or reading your publication?
 - Don't just count how many, but who and why, and what did they find useful.
 - Have them fill-out an evaluation form; do visitor interviews; conduct online surveys; use Google Analytics.



Evaluation – Measuring Outcomes

- ▶ Let's brainstorm some possible outcomes and how you would measure them:
 - How does inventorying, cataloging, digitizing, preserving, etc., your collections help your public and staff/volunteers?
 - Measuring something that will occur in the future is difficult. Count the widgets (how many objects did you catalog), but also talk about why it is important to do these things:
 - Better access to the collections for the public & staff.
 - Knowing what you've got allows better planning and more intentional use of limited resources.
 - Can you think of others?



Evaluation – Measuring Outcomes

- ▶ Let's brainstorm some possible outcomes and how you would measure them:
 - How does putting a new roof on an historic building benefit the public?
 - How does having a disaster plan change your historical society's "status"?
 - How does having a walking tour of your historic downtown change the public's knowledge and/or behavior?



Enduring Value & Sustainability

- ▶ Enduring Value:
 - What “legacy” does this project provide for future generations?
 - What outcomes or results will continue after the project is completed?
- ▶ Sustainability:
 - Are there ongoing costs to sustain the project after the end of the grant period and can you pay for them?
 - Are there continuing staffing needs and can you maintain them?
 - Are there yearly fees or maintenance contracts and can you pay for those?



Budget

▶ Project Budget

- Line items in the budget should be individual things you need to buy or pay for, not just a line per funding source.
- Split rather than lump expenditures.
- Don't use vague descriptions such as "supplies."
- Let the form do the calculations so you don't have math errors.
- Don't forget to describe how you came up with those figures. Did you comparison shop? Is there a state of local contract you need to follow?



Budget

- ▶ Optional Matching Funds
 - Don't forget to include your time, other staff time, and volunteer time working on the project.



Beware of Requirements

- ▶ 501(c)(3) determination letter from the IRS for all non-profits.
- ▶ Financials for non-government entities and projects over \$25,000.
- ▶ Category-specific requirements:
 - Be sure to **Read the Guidelines!**
 - Example: Historic Properties require a Scope of Work form and photographs.
 - Example: Digitization requires metadata samples.
- ▶ Not including required material can jeopardize your application.



General Tips

- ▶ You need to have a project, you can't just buy stuff!
- ▶ One or two sentence answers are not sufficient. Explain your project in enough detail that someone unfamiliar with the project would know what this is about.
- ▶ Have local buy-in.



General Tips

- ▶ Round to the nearest whole dollar amount (like doing your taxes!).
- ▶ Indirect costs are generally **not** allowed.
- ▶ Do not hire a consultant, enter into a contract, or make purchases before receiving your “ok to proceed” letter.



Questions?

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