

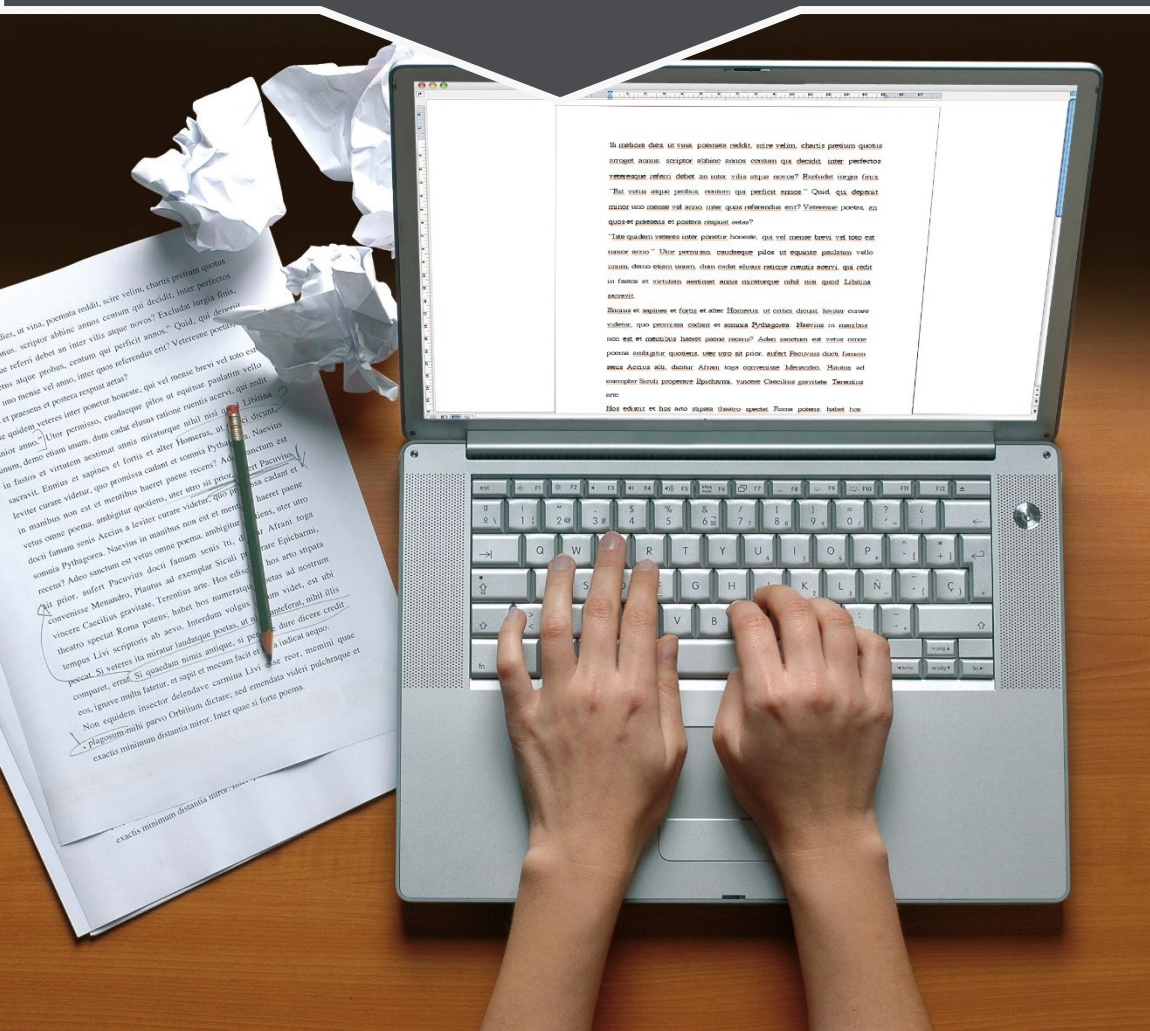
# FUNDING FOR LIBRARIES

Ellen Jacks, Grants Librarian  
Grants Information Collection, Memorial Library  
[go.wisc.edu/grants](http://go.wisc.edu/grants)  
608-262-6431



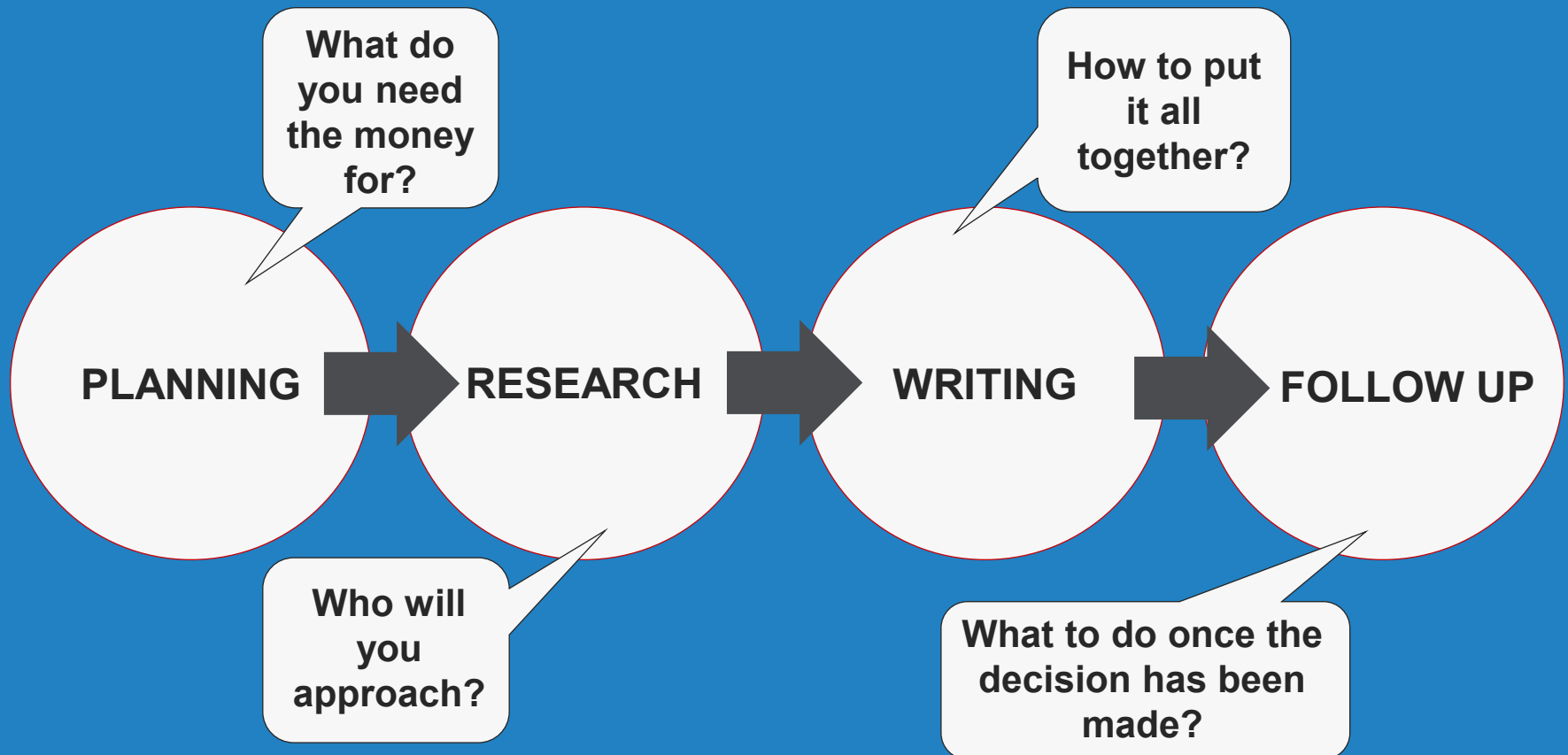
**LIBRARIES**  
University of Wisconsin-Madison

# What We Will Cover Today



The basic  
components  
of writing and  
submitting a  
project  
proposal

# The Proposal Writing Process



# **PLANNING**

## **The First Important Step**


**Do you have enough time?**

**What are you asking for?**

# RESEARCH

## Finding The Right Fit

How does what you do fit with  
the *funder's interests*?



The *why* is just as  
important as the  
*who*

# RESEARCH

## Finding The Right Fit

*Visualizing Funding for Libraries*

<https://libraries.foundationcenter.org/>

# RESEARCH

## Finding The Right Fit

*Visit a Founding Information Network (FIN)  
Partner location:*

<https://candid.org/find-us>

# Question Break

*Any questions from the chat or Q&A?*



# WRITING



# Format

Grantmakers  
are moving  
towards more  
online  
formats

Always follow  
the funders'  
guidelines



# Typical Proposal Elements



**Executive Summary**

**Narrative**

**Statement of Need**

**Project Description**

**Organization**

**Information**

**Conclusion**

**Budget**

**Supporting Materials**



# What Funders Really Want To Know



# What Funders Really Want To Know

**What specific need are you addressing?**

**Make sure it fits the size and scale of your solution**

**What audience and community are you serving?**

**What evidence do you have to support the need?**

# What Funders Really Want To Know

Your  
outcomes  
must be  
measurable

What are you  
trying to  
achieve?

**Goals**

**Objectives**

**S** (pecific)

**M** (easurable)

**A** (chievable)

**R** (ealistic)

**T** (imely)



# What Funders Really Want To Know



What are your strategies for making it happen?

# What Funders Really Want To Know

**What is your  
specific plan of  
action?**

**Think of  
your  
proposal  
as an  
organizing  
plan**





# Question Break

*Any questions from the chat or Q&A?*

# What Funders Really Want To Know

## Evaluation:

Specify program objectives in measurable terms

Identify key indicators of success

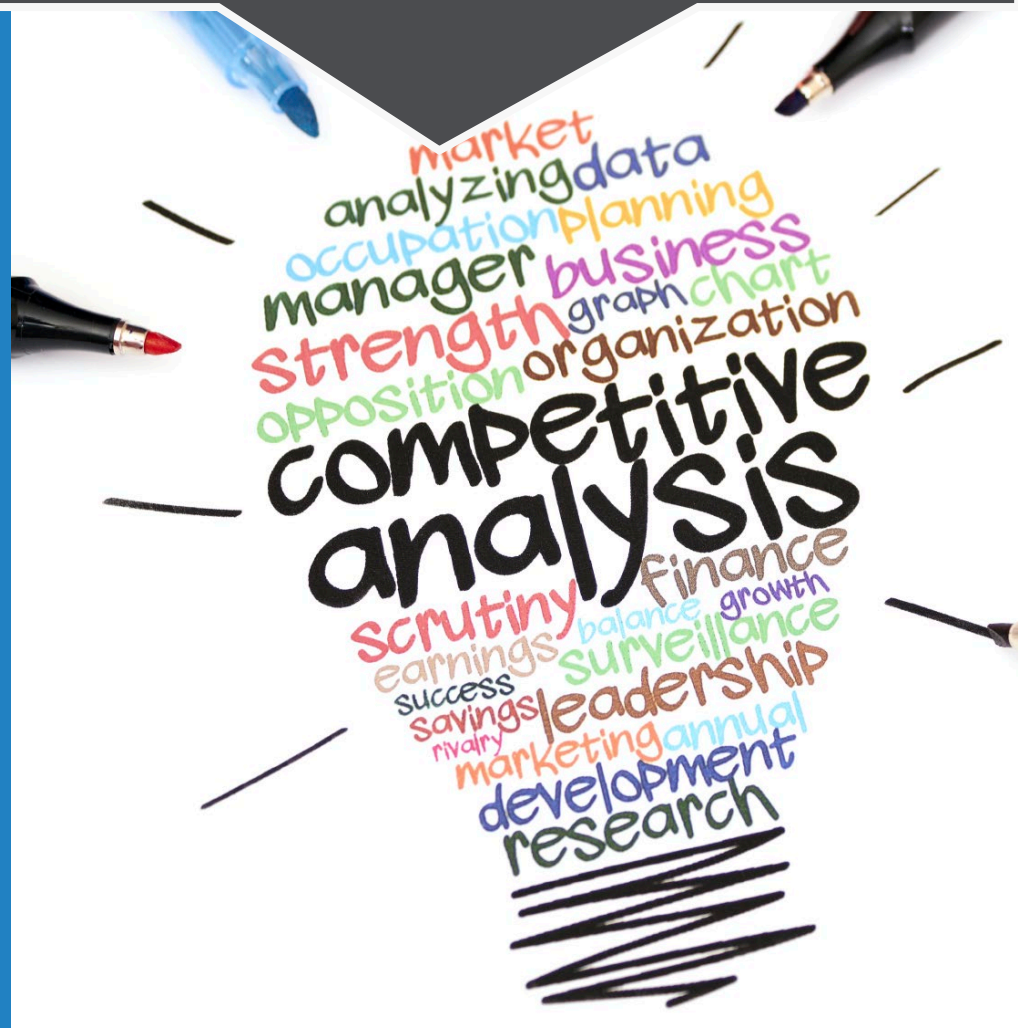
Outline data collection and analysis activities

Develop a timeline to monitor the success of the program on an ongoing basis

**How do you  
know if  
you're  
successful?**

# What Funders Really Want To Know

Why are you the best organization to do this work?



# What Funders Really Want To Know



**How will the  
project sustain  
itself in  
the long run?**

# Conclusion

**Tailor it to speak to THIS particular funder's guidelines and interests**

# Executive Summary

**How do I reduce everything  
down to one page?**

# Supporting Materials

**Follow the funder's guidelines**

**Include EVERYTHING**

**(and very little of anything else)**

**For online applications, it's ok to add  
links where possible**

# Question Break

*Any questions from the chat or Q&A?*



# File Formats

**Use PDF to retain formatting**

**Create clear and consistent file names:**

- **OrgName\_Item.pdf**
- **UWMadLib\_Proposal.pdf**

# FOLLOW UP



# FOLLOW UP



**Keep the funder  
informed**

**Be responsive**

**Do what you said  
you were going  
to do**

# FOLLOW UP

**It's not personal**

**Find out why**

**Ask about future  
funding**

**Move on; seek  
other prospects**



# KEY TAKEAWAYS

**Start with an outline**

**Keep the language clear and concise**

**Focus on the funders' interests**

**Follow the funders' guidelines**

**Revise and edit before submitting**

# Feedback / Questions

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# LIBRARIES

University of Wisconsin-Madison