



GRANT WRITING WORKSHOP

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Texas Nonprofit Theatres 2020 Annual Conference



WHO AM I?

- Grant Writer
 - Squonk Opera's first national grant
 - Quadrupled the amount of funds raised in my first year
 - Helped raise Board giving to 100%
- Funder
 - Manage the \$12 million City of Austin Cultural Arts Funding Program
 - Oversee awards to over 600 contractors
- Peer Panelist
 - National Association of Latino Arts and Cultures (private funder)
 - Bromelkamp Company (corporate funder)
 - States of Kentucky, Louisiana, Nebraska, and Texas (public funders)
 - Cities of Dallas, Houston, and San Antonio (public funders)



WHERE TO START?

- Foundation Center Library
 - Online subscription
 - Physical location
 - Local Library
- Texas Commission on the Arts
 - Annual Grant
 - Quarterly Grant
 - Touring Roster
- Look at grants other than arts/theatre



GENERAL OVERVIEW

- Plan ahead
 - Give yourself plenty of time
 - Avoid mission creep
- Read the instructions
- Online or paper application?
 - Online
 - Submittal time after office hours?
 - May still require a hard copy signature
 - Hard copy
 - Postmark vs. received by deadline
 - May require multiple copies
- Time period for activities
- Specificity is key
- Beware of typos
- Have someone else review your application
- Don't plan on this grant being your only/main source of funding
- Grants free up money for other activities



PUBLIC, PRIVATE, AND CORPORATE FUNDERS

- What are the differences?
- How to know if the grant is a good fit?
- What is the funder looking for?
- Letter of Inquiry required?



FUNDING PROGRAM

- Multiple funding programs?
 - Can you apply in more than one?
 - Determine which is the best fit.
- Eligible expenses/activities
 - Administrative/capacity building
 - Public event
 - Arts education
 - General operating vs. project specific



REQUEST AMOUNTS

- Funder guidelines/recommendations?
- Matching requirement?
 - In-Kind allowed to meet the match?
 - Most you can realistically meet the match for



ELIGIBILITY

- Fiscal Sponsorship
- Geographic limitations
- Type of project



NARRATIVE AND BUDGET

- Who is reviewing the application?
 - Attend the review if possible
- Connect the dots for the reviewer(s)
 - Specificity is key
 - Back up what you are saying with data/concrete examples
- Your budget will need to fit the funder's template/line items
 - Don't necessarily expect to get the full amount you requested



DOCUMENTATION

- There's more to the application than just the application questions:
 - Letters of support
 - IRS documentation
 - Artistic samples/reviews
 - Résumés/Bios
 - Audit
- Don't assume the panel knows you/your work
- Provides way to show artistic quality
 - Provide information that is as objective as possible
 - Only use high quality examples
- Can provide elaboration on narrative questions



PEER REVIEW PANEL

- Attend if possible
 - Send a surrogate if you can't attend
 - Ask for notes
- Don't assume the panelists know you/your work
- Ask to be a review panelist yourself
- Panelists are looking at multiple applications



QUESTIONS?

Questions before moving on to an example application?

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