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>>

YOU CAN SIMPLY TYPE YOUR MESSAGE IN THE FIELD AND CLICK ON THE VOICE BUBBLE ICON AND HIT ENTER OR RETURN ON THE KEYBOARD AND THE MESSAGE WILL BE SENT OUT.

>>

WE WILL TRY OUR BEST TO RESPOND TO ALL THE QUESTIONS.

AS WHAT HAPPENED WITH THE SESSION ONE WEBINAR ON MONDAY OF THIS WEEK, WE HAD MORE QUESTIONS THAN WE COULD RESPOND TO AND SO WE KEEP THOSE QUESTIONS ASIDE AND TRY TO RESPOND TO THEM AFTER THE FACT IF POSSIBLE.

SO IF YOU HAVE ANY QUESTIONS, WE'LL PULL THEM ASIDE TO BE ADDRESSED AT THE APPROPRIATE TIME.

>>

IF YOU ARE EXPERIENCING ISSUES WITH AUDIO A COUPLE THINGS THAT CAN BE TRIED ON YOUR END, FIRST OFF, IF YOU'RE ON A WIRELESS CONNECTION IN A PARTICULARLY HEAVY TRAFFIC WE'RE ON A PARTICULARLY HEAVY TRAFFIC NETWORK.

TRY HOOKING YOUR COMPUTER TO YOUR ROUTER WITH AN EITHER NET CABLE.

THAT WILL TYPICALLY RESOLVE THE ISSUE AND RESOLVE ANY HICCUPS IN THE AUDIO.

IF THAT IS NOT THE CASE, MAKE SURE THAT YOU ONLY WITH ONE CONNECTION, NOT TWO, AND THIS WILL ALSO CLEAR UP THE AUDIO. WE'RE NOW AT THE TOP OF THE HOUR.

I WOULD LIKE TO GO AHEAD AND

FASS AUDIO OFF TO OUR HOST,
JENNY ARENA, FROM HERITAGE
PRESERVATION.
TO START TODAY'S SESSION.
JENNY, PLEASE GO AHEAD WHENEVER
YOU'RE READY.
>> GREAT.
THANK YOU SO MUCH, MIKE.
THANK YOU, EVERYONE, IT LOOKS
LIKE WE'VE GOT ABOUT 165 FOLKS
LOGGED IN AND IT'S STILL
CLIMBING AND AS YOU KNOW YOU'RE
JOINING US FOR OUR SECOND
WEBINAR IN THIS FUND-RAISING FOR
COLLECTIONS CARE COURSE.
>>
AS YOU KNOW, THIS IS JUST ONE
COURSE IN OR SERIES CARING FOR
YESTERDAY'S TREASURES TODAY,
WE'VE ALREADY HAD FIVE COURSES
THAT HAVE CONCLUDED IN OUR
ARCHIVES IN THE ONLINE COMMUNITY
AND YOU ARE MORE THAN WELCOME TO
VIEW THOSE AT ANY TIME.
THERE'S RESOURCES, THERE'S
WEBINARS ALL FOR THE TAKING.
WE ARE SO INCREDIBLY GRATEFUL
FOR THE INSTITUTE OF MUSEUM AND
LIBRARY SERVICES FOR MAKING ALL
OF THESE COURSES AVAILABLE.
THE SERIES IS MADE POSSIBLE BY A
LAURA BUSH 21st CENTURY
LIBRARIAN GRANT AND WE'RE
FORTUNATE TO HAVE MIKE ON BOARD
TO HELP US WITH OUR SUPPORT.
SO YOU KNOW THIS IS OUR SECOND
WEBINAR IN THIS FIVE WEBINAR
COURSE.
OUR NEXT WEBINAR WILL MEET AGAIN
ON TUESDAY, OCTOBER 1, AT 2:00
P.M. AND KELSEY WILL BE JOINING
US AGAIN.
SO WE'LL GET A CHANCE TO TALK TO
HER AGAIN.
SO I'D LIKE -- LIKE OUR OTHER
COURSES, YOU ARE ELIGIBLE TO
EARN A CERTIFICATE OF COMPLETION

AND ALSO A DIGITAL CREDENTIAL FOR PARTICIPATE AND TO DO SO WE JUST ASK FOR A FEW THINGS.

THE FIRST IS YOU SHOULD HAVE REGISTERED ONLINE SO WE CAN TRACK YOU AND KEEP TRACK OF ALL YOUR HOME WORK.

IF YOU RECEIVED OUR LAST E-MAIL ON MONDAY WITH A LINK TO THE WEBINAR RECORDING, THERE'S A VERY GOOD CHANCE YOU ARE REGISTERED.

YOU SHOULD BE.

WE ALSO ASK THAT YOU WATCH ALL FIVE WEBINARS AND WE UNDERSTAND IT'S NOT ALWAYS POSSIBLE TO JOIN US LIVE SO WE ASK THAT YOU WATCH THOSE RECORDINGS AND E-MAILS WE SEND.

AND JUST A REMINDER, THOSE E-MAILS DO COME FROM HERITAGE PRESERVATION SO IF YOU'RE NOT GETTING THEM YOU MIGHT WANT TO CHECK YOUR SPAM FILTER FOR US.

AND, OF COURSE, THE FINAL REQUIREMENT ARE THOSE FIVE HOME WORK ASSIGNMENTS AND IF YOU ARE INTERESTED IN EARNING A CERTIFICATE, THOSE ARE DUE NO LATER THAN MONDAY, OCTOBER 14.

AND I WANT TO BRIEFLY SHARE INFORMATION ABOUT THAT FIRST HOME WORK ASSIGNMENT FOR MONDAY. AS OF YESTERDAY AFTERNOON WE HAD ABOUT 105 OF YOU HAD COMPLETED IT SO KEEP UP THE GOOD WORK. IT WAS FANTASTIC TO SEE YOUR RESPONSES.

WE ASKED WHETHER OR NOT YOUR ORGANIZATION HAD A STRATEGIC PLAN AND IT WAS GREAT TO SEE MANY OF YOU DID OR NOTED THAT YOUR STRATEGIC PLAN IS JUST CONSTANTLY IN THE WORKS.

WE ASKED YOU ABOUT A DEPARTMENTAL OR DEVELOPMENT PLAN AND YOU FELT THAT A PLAN WAS

STILL NEEDED IN ADDITION TO THAT
OVERCHARGE TRAG STRATEGIC PLAN
AND ONE PERSON HAD A GREAT
COMMENT AND I HOPE THAT IT'S
OKAY THAT I STOLE IT.

THEY SAID THE STRATEGIC PLAN
TELLS YOU WHERE TO GO AND
DEVELOPMENT PLANS TELLS YOU HOW
TO GET THERE.

WE ASKED IF IF YOU HAD COMPLETED
AN ASSESSMENT.

AS YOU CAN SEE FROM THESE TWO
GRAPHS, PRETTY EVENLY SPLIT
BETWEEN YES OR NO OR WE'RE
WORKING ON IT.

EVERYTHING CAN BE FOUND ON THE
COURSE HOME PAGE INCLUDING
RESOURCES, POWERPOINT HANDOUTS
AND LINKS TO THOSE HOME WORK
ASSIGNMENTS.

AND ALSO MAKE MENTIONED THOSE
OUTSTANDING QUESTIONS THAT YOU
GUYS ASKED.

WE DO HOLD ON TO THOSE QUESTIONS
AND ACTUALLY JUST YESTERDAY I
POSTED A P.D.F. TO THE COURSE
WEB PAGE.

KELSEY WAS KIND ENOUGH TO GO
BACK AND ANSWER SOME OF THOSE
QUESTIONS WE COULDN'T GET TO.
FEEL FREE TO E-MAIL US OR CALL
US IF YOU HAVE QUESTIONS.

WE'RE HERE TO HELP.

WITHOUT FURTHER ADO, LET'S MOVE
ON TO OUR TOPIC TODAY, OUR
INSTRUCTOR IS SUSAN MATHISEN.

SUSAN'S EXPERIENCE BRIDGES BOTH
THE CONSERVATION AND THE
FUND-RAISING FIELD AS A TEXTILE
CONSERVATOR, SHE HAS HELD
NUMEROUS CONSERVATION POSITIONS
IN PLACES LIKE THE NATIONAL
GALLERY OF ART AND THE MORGAN
LIBRARY AND WAS ALSO THE
ADMINISTRATIVE CONSERVATOR AT
N.Y.U.'S CONSERVATION PROGRAM.
HER DEVELOPMENT POSITIONS HAVE

INCLUDED THOSE AT THE AMERICAN ACADEMY IN ROME AND THE FRIENDS OF THE AMERICAN MUSEUM IN BRITAIN.

AND IN 2007 SHE STARTED FUND-RAISING SOLUTIONS, A CONSULTANTS SPECIALIZING IN FUND-RAISING FOR ART CONSERVATION AND HISTORIC PRESERVATION AND IN THAT CAPACITY SHE HELPS MUSEUMS, HISTORIC HOUSES AND GRASS-ROOTS GROUPS MEET THEIR FUND RAISING IN STRATEGIC GOALS.

SHE ALSO TEACHES WORKSHOPS AND FUND RAISES FOR COLLECTIONS CARE LIKE SHE'S DOING TODAY SO WE ARE IN REALLY GREAT HANDS TODAY.

SUSAN, I'M GOING TO GO AHEAD AND MOVE THIS OUT OF THE WAY AND YOU WILL NOW SEE YOUR POWERPOINT AND I'LL HAND THINGS OVER TO YOU.

THANK YOU.

>> THANK YOU!

STHFT WELCOME EVERYBODY.

I SEE PEOPLE SAYING HELLO TO ME IN THE CHAT ROOM AND WELCOME BACK.

I'M GLAD YOU'RE ABLE TO JOIN US. KELSEY TALKED ABOUT FUND-RAISING FUNDAMENTALS AND TODAY IS ABOUT HOW YOU FIND THE FUNDING AND MY FOCUS WILL BE ON INSTITUTIONAL FORCES.

SOME OF THE GOALS FOR TODAY'S WORKSHOP IS FIRST I WANT YOU TO THINK ABOUT APPROACHING FOUNDATIONS, CORPORATIONS, GOVERNMENT AGENCIES, STRATEGICALLY, NOT RESPONSIVELY. AND RESPONSIVE GRANT-SEEKING IS REALLY A SORT OF A GUT REACTION TO A PROBLEM.

SO, YOU KNOW, YOU'RE SENDING OUT -- YOU KNOW, THERE'S AN ISSUE YOU NEED TO RAISE MONEY FOR SO YOU SEND OUT ONE FORM LETTER

THAT, YOU KNOW, GOES OUT TO A VARIETY OF FOUNDATIONS OR CORPORATIONS WHERE YOU'RE NOT REALLY PAYING ATTENTION TO WHAT THEY'RE FUNDING OR ANYTHING LIKE THAT.

OR YOUR READING FOUNDATION -- YOU'RE READING FOUNDATION GUIDELINES AND TRYING TO GET YOUR PROJECT TO FIT THAT.

INSTEAD, I PREFER STRATEGIC FUND-RAISING WHERE YOU REALLY SORT OF CREATE A PLAN-- AND KELSEY TALKED A LOT ABOUT THIS ON MONDAY-- CREATING A PLAN TO SORT OF REACH YOUR FUND-RAISING GOALS AND, YOU KNOW, THINKING STRATEGICALLY ABOUT WHOM YOU'RE APPROACHING WITH WHAT PROJECT, HOW YOU'RE GOING TO ASK THEM FOR IT AND HOW YOU'LL DEVELOP THAT RELATIONSHIP WITH THE FUNDER.

ANOTHER THING I WANT TO HELP YOU WITH TODAY IS LOOKING BEYOND THE USUAL SUSPECTS.

THIS ISN'T ABOUT GIVING YOU A MAGIC LIST BUT REALLY HELPING -- GIVING YOU THE TOOLS TO HELP YOU CREATE YOUR OWN.

AND THEN THE LAST THING I WANT TO LOOK AT, TOO, IS PRESENTING COLLECTIONS CARE INITIATIVES IN THE CHANGING PHILANTHROPIC WORLD AND I DID A PRESENTATION AT A.I.C. THIS YEAR, THE AMERICAN INSTITUTE FOR CONSERVATION, ON THIS TOPIC AND I REALLY TALKED TO A LOT OF CORPORATE DONORS, FOUNDATION OFFICERS, DEVELOPMENT PEOPLE BOTH HERE AND ABROAD TO KIND OF SEE, YOU KNOW, WHAT IS GOING ON NOW AND WHAT PEOPLE ARE LOOKING FOR NOW.

THE.

>>

SO WITH THAT, LET ME GO OVER THE WORKSHOP OUTLINE REALLY QUICKLY.

WE'RE GOING TO DO THE BASICS,
YOU KNOW, WHERE DOES THE MONEY
COME FROM?

HOW DO YOU FIND IT?

HOW MUCH DO YOU ASK FOR?

WE'RE GOING TO TALK ABOUT WHAT I
REFER TO AS THE MAGIC LIST.

THERE REALLY ISN'T ONE, BUT I
KNOW YOU WANT THEM ANYWAY SO I
HAVE TO GIVE IT TO YOU.

THEN WE'LL TALK ABOUT SOME
SUGGESTED FUNDERS FOR
CONSERVATION AND COLLECTION CARE
INITIATIVES.

AND THEN GOING BACK TO THAT --
THE CHANGING PHILANTHROPIC
WORLD.

IT'S NOT ABOUT SAVING SOMETHING
ANYMORE.

AS WE GO ALONG, THERE WILL BE
LITTLE SORT OF SUBSECTIONS AND I
HAVE BRAINSTORM SESSIONS
INCLUDED IN WHICH WILL GIVE YOU
QUESTIONS TO HELP YOU GUIDE YOUR
RESEARCH AND THINGS YOU CAN USE.
HELPFUL HINTS, THE TOOLS AND
TIPS TO HELP YOU.

RESEARCH TOOLS ARE BASICALLY
THINGS TO HELP GUIDE YOU THROUGH
THE PROSPECT RESEARCH PROCESS.
AND THEN WORDS OF WARNING ARE
THINGS YOU SHOULD BE AWARE OF.
WITH THAT STARTED, JENNY YOU
SHOOT IN HERE, I'M READY FOR MY
FIRST POLL.

AND BASICALLY WHAT I'M LOOKING
FOR HERE JUST SO I HAVE A GOOD
IDEA IS WHAT KINDS OF PROJECTS
ARE PEOPLE OUT THERE TRYING TO
RAISE MONEY FOR?

>>

I WILL GIVE YOU A FEW MINUTES.

>>

ACTUALLY, JENNY, I THINK YOU CAN
MAKE IT BIGGER.

I THINK THERE WAS MORE.

MAYBE?

NO, MAYBE NOT.

OKAY, SORRY.

OH, THERE THEY ARE.

>>

OKAY, GREAT, I'M SEEING
DIGITIZATION WHICH IS
INTERESTING, CATALOGING, YEAH.
CONDITION ASSESSMENT, ALWAYS.
TREATMENT IS ALWAYS THE BIGGEST
ONE.

OKAY.

GREAT.

DIGITIZATION IS GETTING UP THERE
HIGHER.

HOW INTERESTING.

OKAY, GREAT, THANKS, JENNY.

OKAY, LET'S GO TO THE NEXT
SLIDE.

ALL RIGHT, SO WITH ALL THAT WILL
IN MIND, LET'S LOOK AT SORT OF
THE BASICS AND THE SOURCES
WHEREOF DOES THE MONEY COME
FROM.

AND THERE'S USUALLY FOUR MAIN
ONES.

THE AND INDIVIDUALS IS WHAT
KELSEY'S GOING TO BE TALKING
ABOUT IN HER SECOND WEBINAR ON
OCTOBER 1 SO WE'RE NOT GOING TO
ADDRESS THAT AT ALL.

WHAT WE'RE GOING TO LOOK AT HERE
ARE THE CORPORATIONS, THE
FOUNDATIONS AND THE GOVERNMENT
AGENCIES AND JUST SO YOU'RE ALL
AWARE, I KIND OF PLOP THEM INTO
FUNDERS AND DONORS SO WHEN I'M
REFERRING TO FUNDERS AND DONORS
I'M KIND OF REFERRING TO, YOU
KNOW, THESE SORT OF -- THESE
CATEGORIES.

AND LET'S START FIRST WITH
CORPORATIONS.

AND WHY DO THEY GIVE?

IT'S BASICALLY ABOUT CREATING A
POSITIVE IMAGE IN THE COMMUNITY.
THEY'RE LOOKING TO SUPPORT GOOD
CAUSES AND MAKING ACTIVITIES,

WHETHER IT BE EDUCATIONAL PROGRAMS, STREET FARES OR THINGS LIKE THAT POSSIBLE.

AND THEY'RE DOING THIS BECAUSE IT'S IN THEIR BEST INTEREST TO GIVE.

THEY'RE LOOKING TO, AS I SAY HERE, IMPROVE THEIR EMPLOYEES' QUALITY OF LIFE.

YOU KNOW, IF THEY HAVE A GOOD NEIGHBORHOOD, THEIR EMPLOYEES WILL BE HAPPY, THEY'LL BE HAPPIER ON THE JOB BUT NOT ONLY THAT WILL, A GOOD COMMUNITY WILL ALSO ATTRACT BETTER EMPLOYEES. BETTER SKILL SET OF WORKER.

SO THEY'RE REALLY LOOKING TO DO THAT.

IT'S ALSO REALLY GOOD BUSINESS PRACTICE.

THERE IS ACTUALLY A PROVEN DIRECT CORRELATION BETWEEN SOCIAL AND FINANCIAL PERFORMANCES AND SO, YOU KNOW, IF THEY'RE SEEN AS SUPPORTING THE COMMUNITY, IT ACTUALLY HELPS THEIR BOTTOM LINE.

AND, YOU KNOW, IT ALSO HELPS -- CONTRIBUTIONS ALSO HELP INCREASE THEIR NAME RECOGNITION.

IT GARNERS PUBLICITY, IT GETS THEIR NAME OUT THERE.

HOWEVER, YOU KNOW, THEY NEGOTIATE WITH THE NONPROFIT TO DO THAT.

NOW, HOW DO THEY GIVE?

THERE'S A VARIETY OF WAYS.

I MEAN, THERE'S OUTRIGHT OR MATCHING GIFTS WHICH ARE BASICALLY CASH.

AND THEN THERE'S THE PRO BONO EQUIPMENT OR SERVICES SO YOU MIGHT HAVE SOMEBODY, YOU KNOW, GIVE YOU LAB EQUIPMENT OR AN ACCOUNTANT DO YOUR BOOKS FOR YOU OR BOOKKEEPER DO THAT KIND OF THING.

SO THAT'S WHAT'S GOING TO BE THERE.

FACILITIES USE.

THEY MIGHT HAVE A CONFERENCE ROOM THAT YOU CAN USE FOR BOARD MEETINGS OR WORKSHOPS OR THAT KIND OF THING.

IN-KIND GIFTS, OFFICE SUPPLIES, OR MAYBE THEY'LL PROVIDE THE FOOD FOR A BENEFIT FOR YOU.

AND THEN SPONSORSHIP WHICH IS SORT OF THE ONE THAT MOST OF US ARE AWARE OF.

NOW, HOW DO YOU FIND THEM?

AND YOU NEED YOUR RESEARCH TOOL IT IS.

NOW, KEEP IN MIND THAT THEY'RE GIVING -- THEIR GIVING CAPABILITY OR GIVING CAPACITY IS EQUIVALENT TO THEIR CORPORATE EARNINGS.

IF A COMPANY IS DOING WELL THEY'RE MUCH MORE ABLE TO GIVE. AND I'M SEEING A QUESTION HERE ABOUT IN-KIND OR PRO BONO.

PRO BONO BASICALLY DOING FREE SERVICES.

SO IF YOU GET FREE LEGAL FIRMS AND, YOU KNOW, GIVING YOU LEGAL ADVICE OR AN ACCOUNTANT DOING YOUR BOOKS, THOSE ARE SORT OF PRO BONO SERVICES.

IN-KIND IS KIND OF MORE STUFF. FOOD FOR A BENEFIT AND THAT KIND OF THING SO HOPEFULLY THAT WILL HELP ANSWER CASEY'S QUESTION. ANOTHER THING IS TO COMPARE COMPANIES.

IF A PARTICULAR INDUSTRY IS DOING REALLY WELL, THEN, YOU KNOW, THE COMPANIES WITHIN THAT INDUSTRY ARE ALSO GOING TO BE DOING PARTICULARLY WELL.

SO REALLY LOOK TO THAT.

YOU KNOW, LOOK AT PRESS RELEASES LOOK AT S.E.C. FILINGS.

IT GOES BACK TO THAT, IT'S ALL

ABOUT NAME RECOGNITION AND
GETTING THEIR NAME OUT THERE.
SO THEY'RE SPONSORING SOMETHING,
THERE'S GOING TO BE THINGS
AROUND THE COMMUNITY THAT WILL
SHOW, ILLUSTRATE THAT THE --
THAT THEY'RE GIVING?

-TO-SOMETHING.

WE -- HERE IN NEW YORK YOU SEE
THE BANNERS ON LIGHT POLES ALL
THE TIME, THAT KIND OF THING.
THERE ARE VARIOUS WEB SITES
WHERE YOU CAN GET INFORMATION
ABOUT A COMPANY.

EDGARS, HOOVERS, YAHOO
FINANCIAL.

SOME OF THEM -- WELL, I DON'T
KNOW ABOUT YAHOO FINANCIAL BUT
ED GUARDS AND HOOVERS REQUIRE A
SUBSCRIPTION BUT YOU CAN GET
GENERAL INFORMATION WITHOUT
HAVING TO PAY.

ANOTHER PLACE TO LOOK IS
COMMUNITY WEB SITES.

THERE IS CORPORATE FOUNDATIONS
THEIR COMMUNITY INVOLVEMENT IS
USUALLY ON A WEB SITE SO EVEN IF
THERE'S NO ACTUAL FOUNDATION
THAT IS WHERE YOU MIGHT SEE WHAT
PROGRAMS OR INITIATIVE IT IS
CORPORATION HAS MADE POSSIBLE.
ALSO LOOK AT THEIR ANNUAL
REPORTS.

THERE WILL BE SOMETHING THERE
ABOUT, YOU KNOW, IF THEY'VE
GIVEN, SPONSORED ANYTHING, THEIR
COMMUNITY INVOLVEMENT, THAT KIND
OF THING.

ALSO LOOK AT SMALLER XANS IN
YOUR COMMUNITY, YOUR LOCAL
CHAMBER OF COMMERCE, YOUR
C.D.C.s AND YOUR BETTER BUSINESS
BUREAUS ARE ALL PLACES YOU CAN
GET INFORMATION ABOUT LOCAL
COMPANIES AND SMALLER COMPANIES
IN THE COMMUNITY.

AND ALSO I SHOULD NOTE THAT THE

B.B.B.-- THE BETTER BUSINESS BUREAU-- IS ALSO A REALLY GOOD SOURCE OF WORKSHOPS ON NONPROFIT LAW, NONPROFIT PRACTICE.

I KNOW THERE WERE SOME QUESTIONS ON MONDAY ABOUT GETTING TAX-EXEMPT STATUS.

SOMETIMES THE B.B.B. WILL HELP YOU IN THERE AS WELL.

SO REALLY DO CHECK THEM OUT.

NOW LET'S GO ON TO THE HELPFUL HINTS.

ONE OF THE THINGS I ALWAYS SAY IS REALLY THINK BEYOND THE CASH. AND THIS GOES BACK TO -- I'M SEEING SOME MORE QUESTIONS ABOUT PRO BONO VERSUS IN-KIND AND I'LL GET TO NOSE A MINUTE.

BUT, YOU KNOW, REALLY LOOK AT THE SKILLS, THE PRODUCTS, THE OTHER SERVICES THEY CAN DONATE BUT ALSO, TOO, LOOK AT THEIR EMPLOYEES.

THEIR EMPLOYEES A SOURCE OF VOLUNTEERS FOR YOU.

THEY'RE A SOURCE OF BOARD MEMBERS.

THERE ARE PEOPLE YOU CAN TALK TO FOR ADVICE.

AND, YOU KNOW, SOMEONE BECOMES INVOLVED IN YOUR ORGANIZATION AS A VOLUNTEER YOU CAN WORK WITH THEM TO EVENTUALLY HAVE THEM BECOME AL DONOR TO YOUR ORGANIZATION.

THEY MAY ALSO HAVE CONTACTS AT FOUNDATIONS AND THAT KIND OF THING.

SO THERE'S A LOT OF THINGS YOU CAN DO BEYOND CASH.

DON'T FORGET THE LITTLE GUY.

THE YOU KNOW, WHEN ONE THINKS OF CORPORATIONS, ONE IMMEDIATELY THINKS OF THE BIG ONES:

MICROSOFT, AMERICAN EXPRESS, GOLDMAN.

AND I'VE HAD COUNTLESS CLIENTS

SAY TO ME "I WANT TO GO TO GOLDMAN."

AND I WILL SAY "OKAY, THAT'S VERY NICE, WE CAN DO THAT BUT YOU'RE GOING TO WIND UP GETTING BUPKIS."

IN ALL HONESTY, UNLESS YOU'RE A MAJOR INSTITUTION-- AND I KNOW THERE ARE SOME OF YOU THROUGHOUT THAT HAVE LARGE OPERATING BUDGETS, SO IN THIS CASE KIND OF IN A WAY IT DOESN'T APPLY TO YOU BUT UNLESS YOU ARE A MAJOR INSTITUTION IN THE COMMUNITY, THEY'RE REALLY NOT GOING TO KNOW YOU AND THEY'RE NOT GOING TO BE ABLE TO GET FROM YOU WHAT THEY NEED.

SO THIS IS WHY I SAY, YOU KNOW, LOOK AT YOUR LOCAL BUSINESSES. AND, YOU KNOW, REPORTS HAVE ALSO SHOWN THAT THREE QUARTERS OF CORPORATE ARTS FUNDING COMES FROM SMALLER BUSINESSES. SO YOU ARE ACTUALLY GOING TO HAVE A MUCH BETTER CHANCE OF GETTING IT.

AND, YOU KNOW, THE REASON FOR THIS IS BECAUSE THEY SEE IT AS AN EXPANSION IN THEIR INVESTMENT IN THE COMMUNITY.

YOU KNOW, THEY ARE ABLE TO GET BETTER PUBLICITY IF THEY'RE SUPPORTING A LOCAL INITIATIVE. THEY HAVE MORE TO GAIN FROM IT. AND THEY'LL PROBABLY BE MUCH MORE APPROACHABLE.

ALSO, TOO, A COLLECTIONS CARE PROJECT CAN HELP BENEFIT YOUR MUSEUMS, EXHIBITIONS, ALL OF THAT KIND OF STUFF WHICH WILL HELP BRING IN PEOPLE AND THUS INCREASE TOURISM.

AND THAT, TOO, IS BETTER FOR HOTELS, RESTAURANTS, AND SHOPS. ONE OF THE THINGS WE HAVE WITH ONE OF MY CLIENTS IS WE HAVE A

NEIGHBORHOOD PARTNERS THING
WHERE THE MUSEUM WILL HAVE A
SHEET WITH RECOMMENDED
RESTAURANTS AND THAT KIND OF
THING AND THE RESTAURANTS WILL
HAVE A BROCHURE ABOUT THE MUSEUM
BY THEIR REGISTER.

SO YOU GET THAT MUTUALLY
BENEFICIAL ARRANGE.

ALSO IT ISN'T PERSONAL, IT'S
BUSINESS.

YOU CAN'T TALK TO THEM ABOUT
THIS WONDERFUL OBJECT THAT YOU
NEED CONSERVED OR COLLECTION YOU
NEED DIGITIZED THEY'RE REALLY
NOT GOING TO CARE ABOUT THAT AS
MUCH AS THEY'RE GOING TO CARE
ABOUT HOW YOU SUPPORT THEIR
BOTTOM LINE AND HOW FUNDING YOU
WILL SUPPORT THEIR BOTTOM LINE.
SO TALK ABOUT -- GO TO THEM WITH
A BUSINESS MIND-SET.

HOW CAN YOU HELP THEM REACH
THEIR TARGET AUDIENCE?

A PAINT STORE CAN REALLY HELP
YOU IF YOU'RE DOING INTERIOR OR
EXTERIOR PAINTING.

SELL SOMETHING TO THEM TO MAKE
THEM UNDERSTAND HOW IT WILL
IMPROVE THEIR MARKET AND THEIR
BUSINESS BETTER.

AND FIND THE RIGHT FIT.

CAN YOUR MISSION HELP THEIRS?

WHAT ARE THEIR FUNDING
INTERESTS?

HOW CAN YOU -- WHERE YOU NEED
FUNDING, HOW CAN THAT SWED
THAT?

ALSO LOOK AT HOW THE LITTLE --
THE LITTLE GUYS, HOW YOU CAN
HELP THEM AS WELL.

>>

THEN WE MOVE ON TO THE
BRAINSTORM QUESTION.

THESE ARE QUESTIONS YOU CAN
THINK ABOUT AS YOU THINK ABOUT
HOW YOU'RE APPROACHING A

CORPORATION AND, AGAIN, IT'S
THAT BUSINESS MIND-SET.
USE MARKETING TECHNIQUES TO
PIQUE THEIR INTEREST.
SHOW THE PROFIT THEY'LL BE
MAKING BY QUOTE/UNQUOTE
INVESTING IN YOUR PROJECT.
FIGURE OUT HOW YOU FIT INTO
THEIR CORPORATE STRATEGY.
SPEAK THEIR LANGUAGE.
MARKETS, CLIENTS, RETURN ON
INVESTMENT, TANGIBLES, THAT KIND
OF THING.
THAT'S THE WAY THEY'RE USED TO
THINKING AND TALKING.
SO TALK TO THEM ON THEIR LEVEL.
THE ONE QUESTION I DID WANT TO
TALK A LITTLE BIT ABOUT IS WHAT
YOU CAN OR CAN'T BRING TO THE
NEGOTIATING TABLE.
IN THE PAST WE OFTEN THOUGHT IN
TERMS OF THE NAME ON -- YOU
KNOW, THE NAME ON THE WALL.
AND THAT WAS USUALLY HOW WE --
THE MUSEUM, HISTORIC HOUSE,
WHATEVER ELSE IS OUT THERE
REALLY INTERFACED WITH
CORPORATIONS.
AND IT'S CHANGED NOW.
THE MARKET CRASHED CHANGED A LOT
AND THE FACT IS WE DON'T KNOW
WHAT THE OTHER WANTS ANYMORE SO
I SAY TAKE A LEADERSHIP ROLE IN
THIS.
ASK THEM WHAT THEIR GOALS ARE.
EXPRESS WHAT YOURS ARE AND FIND
THE AREAS OF ALIGNMENT AND BUILD
FROM THERE.
AND THE KEY IS REALLY TO START
WITH WHAT YOU CAN OFFER.
BOTH PARTIES NEED TO UNDERSTAND
EACH OTHER'S LIMITATIONS SO IF
YOU KIND OF DISCUSS IT FIRST,
PUT ASIDE WHAT YOU CAN'T DO AND
THEN YOU CAN REALLY FOCUS IN ON
WHAT YOU CAN DO AND YOU CAN
START THE NEGOTIATIONS FROM

THERE.

ALL RIGHT, THAT IS ALL I HAVE ON CORPORATIONS SO I'M GOING TO ASK NOW IF ANYBODY HAS ANY QUESTIONS WE WANT TO TALK ABOUT BEFORE WE MOVE ON?

>> YES, WE DO HAVE A QUESTION ABOUT PRO BONO VERSUS IN KIND. BRITTANY IN INDIANA SAYS IF YOU HAVE AN ACCOUNTANT DOING PRO-BONO WORK FOR YOUR MUSEUM, DO THEY NEED TO STOP COUNTING THAT WORK AS AN IN-KIND GIFT?

>> NOT NECESSARILY, I KNOW I SAID BEFORE IT WAS ONE AND THE OTHER.

BUT I ALSO THINK THAT IN MANY WAYS THEY'RE KIND OF INTERCHANGEABLE ON SOME LEVELS. AND I THINK, YOU KNOW, WHEN YOU'RE DOING YOUR REPORTING, WHETHER IT BE IF YOUR AUDIT, YOUR 990, THAT KIND OF THING, IT'S REALLY HOW THEY CLASS IT RATHER THAN HOW YOU CLASS IT. SO I THINK IF YOU'RE DOING IT AS AN IN-KIND RATHER THAN PRO BONO YOU'RE FIND.

>> OKAY.

AND THEN WE HAD ANOTHER QUESTION FROM -- LET'S SEE, SORRY, I'M LOSING IT.

>> (LAUGHS)

THAT'S OKAY!

>> IN PENNSYLVANIA, IS IT WISE TO ASK COMPETING FIRMS FOR SUPPORT?

>> NO, NOT AT ALL.

IT DEPENDS ON -- BECAUSE, I MEAN, IF YOU LOOK AT SPONSORSHIPS OF EVENTS OR SPONSORSHIPS OF GALAS AND THINGS YOU'LL OFTEN SEE VARIETY OF CORPORATIONS THAT ARE BUYING TICKETS AT A PARTICULAR LEVEL. OR THAT KIND OF THING.

I THINK WHAT THE DIFFERENCE

WOULD BE IS WHAT KIND OF AGREEMENT YOU NEGOTIATE WITH EACH OF THEM.

AND, AGAIN, LIKE I SAID, IT GOES BACK TO FIGURING OUT WHAT YOU CAN AND CAN'T BRING TO THE TABLE.

AND WHAT YOU CAN SORT OF DO. I MEAN, YOU MAY HAVE -- IF YOU LOOK AT LIKE THE METROPOLITAN MUSEUM-- AND I'M JUST TOSSING IT OUT-- THEY HAVE A LOAD OF CORPORATE DONORS BUT AT THE LEVEL THEY'RE GIVING THEY EACH GET DIFFERENT PERKS, SO TO SPEAK.

SO YOU'LL HAVE A MAJOR ONE-- I DON'T KNOW, BANK OF AMERICA, LET'S SAY-- WHO MAY GET THOSE SIGNS UP ON THE FLAGPOLE IF THEY'VE SPONSORED A PARTICULAR EXHIBIT OR ON THE LIGHT POST OR THE STREETS OF MANHATTAN.

BUT IF THEY'RE GIVING LESS NOUN THAT SAME EXHIBIT THEY MAY JUST GET THE NAME ON THE WALL.

SO IT REALLY KIND OF PLAYS IN TERMS OF WHAT THEY'RE GIVING, HOW MUCH THEY'RE GIVING AND WHAT YOU CAN NEGOTIATE WITH THEM INDIVIDUALLY.

>> AND WE HAVE ONE MORE QUESTION.

I THINK WE MIGHT ADDRESS THIS IN OUR NEXT WEBINAR.

IS QUESTION IS, IS IT BEST TO GO SEVERAL TIMES TO THE SAME PERSON TO DEMAND FUNDS.

>> IT CAN DEPEND.

AND I TALK ABOUT THIS A LITTLE BIT LATER IN TERMS OF CULTIVATING FOUNDATIONS AND BASICALLY, YOU KNOW, SOMETIMES YOU CAN GO AND THAT NO CAN BE A WAY TO START PROCESS AND STARTING TO GET THAT FUNDER, THE FOUNDATION, GOVERNMENT AGENCY,

CORPORATION.

INTERESTED IN YOU AND TO LEARN MORE ABOUT YOU.

SOMETIMES THAT PROPOSAL, EVEN IF IT'S A COLD ONE, IS SORT OF THE STIRS FEP AND YOU KNOW YOU'LL GET THE NO BUT YOU GET IN THE THERE ANYWAY BECAUSE THAT STARTS THE PROCESS.

THE ONLY TIME I WOULD REALLY SAY NOT TO GO BACK AS IF THEY'VE BASICALLY SAID "GO AWAY."

OR "NO, WE'RE NOT INTERESTED, WE'RE NOT FUNDING YOU, WE DON'T WANT THE PROJECTS.

YOU'VE GOTTEN A BRANT FOR FROM US AND THAT'S IT."

SO UNLESS YOU'VE GOTTEN A REAL NO FROM THEM "WE DON'T WANT TO HEAR FROM YOU ANYMORE" THAN THAT WOULD BE IT.

I HAVE A QUESTION BUT I THINK WE CAN HOLD IT UNTIL OUR NEXT BREAK.

>> ALL RIGHT, SOUNDS GOOD.

SO THEN SINCE WE'RE DONE FROM CORPORATIONS WE'RE GOING TO MOVE ON TO FOUNDATIONS AND I KNOW EVERYONE KIND OF KNOWS WHAT IT IS THE BUT I THOUGHT I WOULD POP UP A LITTLE DEFINITION.

BASICALLY THEY'RE NONPROFITS AS WELL THAT ARE GEARED TO GIVE MONEY AWAY TO OTHER NONPROFITS AND THIS GOES BACK TO WHAT KELSEY WAS SAYING ABOUT THE TAX-EXEMPT STATUS, WHAT'S KNOWN AS A 501(C)(3), I.R.S. EXEMPTION YOU NEED TO HAVE THIS IN ORDER TO QUALIFY.

AND VARIOUS TYPES OF FOUNDATIONS, THERE'S COMMUNITY, THERE'S PROFESSIONAL, THERE'S FAMILY, THERE'S CORPORATE, THERE'S TRUST.

AND THAT'S REALLY THE MATTER OF HOW THEY'RE SET UP AND SOMETIMES

IT'S HOW THEY GIVE AWAY MONEY.
ALL RIGHT, SOMEHOW MONEY DONATED
YOU NEED TO FIGURE OUT WHAT KIND
OF GRANT YOU'RE LOOKING FOR.

AN UNRESTRICTED GRANT IS
BASICALLY FOR GENERAL OPERATING
SUPPORT.

YOU'RE JUST LOOKING -- YOU CAN
USE THAT GIFT, MONEY, WHEREVER
IT IS IF NEEDED WITHIN YOUR
INSTITUTION AND I KNOW THERE WAS
A QUESTION ON MONDAY ABOUT THIS
AND, YES, FOUNDATIONS DO FUND
GENERAL OPERATING SUPPORT.
BUT THEY'RE BECOMING HARDER TO
GET IN THE CURRENT ECONOMIC
CLIMATE.

MORE FUNDERS ARE CONSIDERING
PROJECTS THAT HAVE SPECIFIC
IMPACT, MUCH BETTER INVESTMENT.
I'LL DISCUSS THAT A LITTLE BIT
MORE ABOUT THAT LATER.

BUT I SHOULD ALSO MENTION THAT
SOME FOUNDATIONS DO ALLOW A
CERTAIN PERCENTAGE OF GRANT
FUNDS TO BE USED FOR
ADMINISTRATIVE COSTS.

STAFF SALARIES, THAT KIND OF
THING, PEOPLE WHO ARE ASSOCIATED
WITH THAT PROJECT.

SO THAT'S SOME WAY TO GET A
LITTLE GENERAL OPERATING SUPPORT
THROUGH YOUR PROJECT FUNDING
GRANT.

AND THAT'S -- HOW MUCH IS
SOMETHING YOU REALLY NEED TO
NEGOTIATE WITH THAT FOUNDATION.

A RESTRICTD IS FOR A SPECIFIC
PROGRAM OR PROJECT.

AND THE FUNDS CAN'T BE USED FOR
ANOTHER PERSON.

AT LEAST NOT WITHOUT THE
PERMISSION OF THE DONOR.

THERE'S SEED MONEY, WHICH IS,
YOU KNOW, IF YOU'RE A STARTUP.
THEN THERE'S CAPACITY BUILDING.
AND CAPACITY BUILDING GRANTS ARE

NOT FOR PROGRAMS.

THEY'RE ABOUT GETTING
INSTITUTIONAL CHANGE SO IF
YOU'RE LOOKING TO DO A
TECHNOLOGICAL UPGRADE-- AND I
SAW A LOT OF COMMENTS ABOUT PAST
PERFECT THE OTHER DAY-- THAT
KIND OF IS WHAT A CAPACITY
BUILDING GRANT COULD HELP YOU
GET IF YOU DON'T HAVE IT OR
YOU'RE LOOKING TO UPGRADE IT,
THAT KIND OF THING.

THESE FUND STRATEGIC PLANNING
INITIATIVES, THEY FUND STAFF OR
BOARD TRAINING, WARD GROWTH IF
YOU'RE LOOKING TO INCREASE SIZE
OF YOUR BOARD.

HIRING CONSULTANTS LIKE ME TO
HELP YOU DEVELOP YOUR
FUND-RAISING PLANS AND THAT KIND
OF THINGS.

TEMPORARY POSITIONS.

THESE ARE GRANTS THAT REALLY
THERE TO HELP YOU GROW YOUR
ORGANIZATION.

CAPITAL SUPPORT IS BUILDING
RENOVATION AND CONSTRUCTION
PROJECTS.

ENDOWMENT WHICH, YOU KNOW, MOST
OF YOU I'M SURE KNOW WHAT THOSE
ARE.

YOUR PRINCIPLE GIFT IS INVESTED
AND YOU USE THE INCOME FOR
WHATEVER IT IS THAT YOU NEED TO
USE IT FOR.

AND USUALLY IT'S A 5% TAKE OFF
OF THE INCOME.

MATCHING AND CHALLENGE GRANTS.

THIS IS WHEN A FUNDER, THE
N.I.H., HAS A CHALLENGE GRANT
PROGRAM YOU WOULD -- IF YOU'RE
CHALLENGED TO RAISE A SPECIFIC
AMOUNT OF MONEY AND IF YOU DO
YOU GET THE GRANT.

SO THE GREAT THING ABOUT
MATCHING OR CHALLENGE AND
THERE'S EVEN REIMBURSEABLE

GRANTS WHERE YOU SPEND THE MONEY
FIRST AND GET IT BACK.

AND THE REALLY GOOD THING ABOUT
THESE IS THEY REALLY HELP YOU
LEVERAGE OTHER FUNDING.

THEY'RE A GREAT WAY TO BRING
ABOUT LITTLE MINI FUND-RAISING
CAMPAIGNS.

YOU KNOW, WE'VE BEEN GIVING A
DPLAJ THE N.I.H., WON'T YOU HELP
US MATCH IT?

AND YOU DO IN THE A VARIETY OF
WAYS BUT IT REALLY DOES KIND OF
RALLY YOUR TROOPS, SO TO SPEAK,
AND GET PEOPLE GIVING TO YOU.
I'M GOING TO POP IN ANOTHER POLL
HERE.

JENNY?

THERE SHE IS.

THE (LAUGHS)

>> LET ME KNOW IF YOU CAN'T SEE
ALL OF THESE.

>> OKAY, THAT SHOULD BE GOOD.
AND WHAT'S YOUR BIGGEST ISSUE AS
YOU'RE LOOKING FOR FUNDERS?
YOU KNOW?

I FIGURED THE FIRST ONE WOULD
PROBABLY BE THE BEST THING.
WHERE TO FIND THEM, OKAY.

>>

OKAY, GREAT.

SO THE FIRST TWO -- OH,
ACTUALLY, NO, THE FOURTH ONE.
ALL RIGHT, WE'RE GOING TO BE
DISCUSSS AGO LOT OF THIS THAT'S
REALLY HELPFUL.

GREAT.

OKAY.

SO NEXT QUESTION IS -- EXCUSE ME
HOW DO YOU FIND THE FUNDERS.
THAT WAS SORT OF ONE OF THE
THINGS.

AND, YOU KNOW, YOU NEED TO DO
THE RESEARCH TO FIND IT.
OTHER THAN THE FACT THAT FUNDERS
DON'T MAGICALLY APPEAR ON YOUR
DOORSTEP, RESEARCH IS GOING TO

TELL YOU IF YOUR PROJECT FITS
THEIR GUIDELINES.
FOUNDATIONS, CORPORATE
FOUNDATIONS, GOVERNMENT AGENCIES
AND I PULL THOSE ALL TOGETHER AS
FUNDERS-- AS I SAY, YOU KNOW,
THEY ALL HAVE GUIDELINES THAT
DESCRIBE THE SPECIFIC AREAS THEY
FUND, THE TYPES OF PROJECTS THEY
FUND, THAT KIND OF THING.
SO YOU CAN REALLY SEE IF YOUR
PROJECT IS A GOOD FIT.
IT WILL HELP YOU SEE WHAT IS
REQUIRED TO APPLY.
DO THEY REQUIRE A LETTER OF
INQUIRY FIRST?
ARE THERE ATTACHMENTS REQUIRED?
DO THEY WANT TO SEE YOUR
501(C)(3) LETTER?
AND WHERE DO YOU SEND IT?
SOMEONE -- SOME WANT THEM SENT
VIA E-MAIL, SOME OF THEM WANT
THEM SENT SNAIL MAIL, SOME HAVE
ONLINE APPLICATIONS.
IT WILL ALSO TELL YOU YOUR
AVERAGE GRANT SIZE WHICH IS, YOU
KNOW, KEY, YOU DON'T WANT TO GO
TO A FUNDER AND IF THEIR AVERAGE
GRANT IS
\$5,000, IF YOU ASK THEM FOR
\$15,000 THEY'RE NOT GOING TO GET
IT.
IT'S EITHER NOT IN THEIR GIVING
CAPACITY OR NOT THE AVERAGE
GRANT THEY GIVE.
SO WHEN YOU'RE FIGURING OUT HOW
MUCH TO ASK FOR YOU REALLY WANT
TO STAY WITHIN THEIR AVERAGE
GIVING.
THE ASSETS.
THIS IS -- AND THIS IS KEY.
HOW MUCH DO THEY GIVE AWAY
ANNUALLY?
HOW MUCH DO THEY SET ASIDE FOR
ADMINISTRATIVE COSTS?
IF THE ASSETS HAVE INCREASED OR
DECLINED IN RECENT YEARS, HAS

THAT HAD AN IMPACT ON THEIR
GIVING CAPACITY?

DO YOU SEE THE GIFT SIZES GOING
DOWN AS A RESULT OF IT?

SO THAT'S ALL THINGS YOU WANT TO
KNOW.

ANOTHER THING IS THEIR STOCK
HOLDINGS.

AND BELIEVE IT OR NOT, STOCK
HOLDINGS CAN ACTUALLY GIVE YOU A
GENERALIZED IDEA OF THEIR
OVERALL PHILOSOPHY.

IF YOU SEE A FOUNDATION
INVESTING THERE MORE
CONSERVATIVE, LET'S SAY,
COMPANIES -- I CAN'T EVEN THINK
OF ANY RIGHT NOW.

BUT I MEAN WILL SHOW THEM THAT
THEY TEND TO GIVE MORE
CONSERVATIVELY AND NOT
NECESSARILY LOOKING FOR
INNOVATIVE PROJECTS WHICH AS
SOMEBODY WHO IS -- YOU SEE A LOT
OF STOCKS IN SMALL TECH
COMPANIES AND THAT KIND OF THING
MIGHT BE INTERESTED IN DOING.
SO HOW DO WE FIND WHERE THEY
COME FROM?

HERE'S A LIST OF THE THINGS I
WILL BE DISCUSSING.

AND THE FIRST THING I WANT TO
STEWART IS THE FOUNDATION
CENTER'S ONLINE DIRECTORY.
NOW, FOR REALLY DETAILED
INFORMATION YOU ARE GOING TO
REQUIRE A SUBSCRIPTION TO THIS.
BUT I FOUND OUT OF THE, LIKE,
TWO DAYS AGO OR THREE DAYS AGO
THEY HAVE RECENTLY COME OUT WITH
SOMETHING CALLED F.D.O. FREE AND
IT IS -- AND YOU HAVE TO WRITE
THIS DOWN BECAUSE IT'S NOT ON
YOUR CLASS RESOURCES.

IT IS [www.fdo.foundation
center.org](http://www.fdo.foundationcenter.org).

AND IF I COULD TALK AND TYPE AT
THE SAME TIME I'D PUT HIT IN THE

CHAT BOX.

BUT BASICALLY WHAT THIS ALLOWS YOU TO DO IS TO SEARCH THE PROFILES OF

90,000 PRIVATE FOUNDATIONS BY NAME OR LOCATION.

WHAT IT WON'T ALLOW YOU TO DO IS DO SUBJECT SEARCHES OR MORE DETAILED SEARCHES.

SO -- BUT AT LEAST IF YOU KNOW A FOUNDATION YOU'RE PARTICULARLY INTERESTED IN LOOKING FOR YOU CAN GO IN THERE AND AT LEAST POP IN THAT FOUNDATION'S NAME AND GET THEIR DIRECTORY RECORD FOR IT.

SO NOW IF YOU DO HAVE A SUBSCRIPTION AND YOU LOG IN AND EVERYTHING THERE ARE SEVERAL DIFFERENT PAGES YOU CAN USE AND I'M GOING TRY THE ARROW NOW.

AND IF YOU CLICK ON "SEARCH GRANT MAKERS" HERE, WHAT THIS WILL BRING YOU TO IS A PAGE WHERE YOU CAN ACTUALLY SEARCH FOR, AGAIN, A PARTICULAR FOUNDATION, THAT'S ONE OF THE ONES THAT'S HIGHLIGHTED IN -- OR USABLE IN THE FREE VERSION. YOU KNOW, IF YOU WANT TO DO YOUR STATE FUNDERS, YOUR COUNTY, CITY ALL OF THAT.

BUT ALSO WHAT'S INTERESTING HERE NOT PART OF FREE, UNFORTUNATELY, IS YOU CAN DO THINGS LIKE FIELDS OF INTERESTS.

SO YOU CAN PLUG IN "ART CONSERVATION" "MUSEUMS," "HISTORICAL PRESERVATION," "HISTORICAL SOCIETIES."

OR IF YOU'RE A FARMING MUSEUM YOU CAN PLUG IN "AGRICULTURE" IN THAT LINE.

AND IF YOU'RE NOT SURE HOW TO DO IT IF YOU LOOK REALLY CLOSELY UNDER THERE, THERE'S A LITTLE TAB MARKED CALLED "VIEW INDEX"

AND YOU CAN HIT THAT AND GET A HUGE ALPHABETICAL LISTING OF ALL THE FIELDS OF INTEREST THAT THE FOUNDATION -- THAT THEY HAVE RECORDS FOR IN THE -- IN THEIR DATABASE COVER.

SO IN THE SAME THING YOU CAN DO, TOO, WITH TYPES OF SUPPORT.

IF YOU'RE LOOKING FOR BUILDING PROJECTS, IF YOU'RE LOOKING FOR ENDOWMENT FUNDS, IF YOU'RE LOOKING FOR COMPASSIONTY BUILDING GRANTS, MANAGEMENT GRANTS, ALL OF THAT CAN BE FOUND UNDER TYPE SUPPORT.

GEOGRAPHIC FOCUS GOES BACK TO A LOT OF THIS.

IF YOU KNOW SOMEONE WHO IS -- WHO MIGHT BE A TRUSTEE OF A FOUNDATION YOU CAN SEARCH THEM THIS WAY.

SO IT'S VERY USER FRIENDLY AND VERY EASY BECAUSE THE VIEW INDEX IS THERE AND WILL REALLY HELP YOU, GUIDE YOU ALONG.

ANOTHER THING YOU CAN DO IS SEARCH GRANTS.

SO IF YOU KNOW, YOU KNOW, SOMEONE -- INSTITUTION DOWN THE ROAD, YOU WANT TO SEE WHO'S FUNDING THEM YOU CAN GO IN HERE AND SEARCH GRANTS AND IF YOU PLUG IN THEIR NAME RIGHT HERE IN "RECIPIENT NAME" ALL OF THE GRANTS THEY'VE GOTTEN IN, LIKE, THE LAST TEN YEARS OR SO WILL COME UP.

AND THEN, LET'S SEE.

ONCE YOU TYPE THINGS IN-- I'VE GOT TO GET RID OF THE ARROW-- YOU'LL GET THE LIST OF RESULTINGS.

AND I DID A SEARCH HERE AND YOU CAN GET WHERE THEY ARE LOCATED, THEIR ASSETS AND THEIR GIVING. AND THEN ONCE YOU CLICK ON THAT, THEN YOU WILL GET THE RECORD.

AND I'M SORRY I HAD TO DO THIS
IN SEVERAL THINGS BUT I REALIZE
IF I TRIED TO DO THE WHOLE THING
IN ONE IT WOULD BE TOO TINY AND
YOU WOULDN'T BE ABLE TO SEE IT.
SO HERE IS THE ADDRESS
INFORMATION, THEIR FINANCIAL
DATA SUMMARIZED AND ALSO WHERE
IT LINKS TO THEIR FORM 990 FORM
WHICHLY DISCUSS IN A MINUTE AND
APPLICATION INFORMATION, CONTACT
INFORMATION IF IT'S THERE.
THEN YOU HAVE THEIR DONORS.
SOME OF THEM HAVE PUT IN
ECONOMIC CRISIS INFORMATION IF
THEY HAVE IT.

HISTORY.

THE LIMITATIONS, WHICH IS
SOMETHING WE'LL DISCUSS IN A
MINUTE THAT YOU NEED TO PAY
ATTENTION TO.

THIS IS WHERE YOU'LL SEE THINGS
LIKE, YOU NO, NO SUPPORT FOR
POLITICAL ORGANIZATIONS, DOESN'T
ACCEPT APPLICATIONS, AND THOSE
KINDS OF THINGS WILL BE THERE.
AND I'M SEEING LORI'S QUESTION
FROM BATH AND, YES, YOU CAN.
SOME LIBRARIES, EVEN SOME PUBLIC
LIBRARIES DO HAVE SUBSCRIPTIONS
TO THE FOUNDATION CENTER'S
LIBRARY.

SO YOU CAN GO TO THEIR LIBRARIES
IF YOU HAVE THEM IN YOUR AREA.
SOMETIMES COOPERATING
COLLECTIONS DO HAVE THEM AS
WELL.

BUT THEN AGAIN, LIKE I SAID,
SOME PUBLIC LIBRARYS HAVE IT AS
WELL.

ALL RIGHT, ANYWAY, GOING BACK TO
THIS, YOU KNOW THEIR PURPOSES,
THEIR FIELDS OF INTEREST, AGAIN
THAT'S THERE.

GEOGRAPHIC FOCUS.

THEIR APPLICATION PROCEDURES IF
THEY HAVE ONE, THEIR OFFICERS

AND THEN WHAT'S ALSO --
FINANCIAL DATA SO YOU CAN SEE
SORT OF GRANT RANGES HERE AND
HERE HIGH THEIR TOTAL GIVING IS.
YOU MAY SEE THE DIFFERENCE
BETWEEN THE EXPENDITURES AND THE
TOTAL GIVING.

THAT'S BECAUSE THEY'RE ABLE TO
TAKE SO MUCH OFF FOR
ADMINISTRATIVE COSTS BUT ALSO
TOO WHAT YOU GET WITH THIS IS
SELECTED GRANTS SO YOU CAN
REALLY SEE WHO -- WHAT THEY'RE
GIVING, TO WHOM AND FOR WHAT
KIND OF PROJECTS.

ONCE THIS IS DONE YOUR NEXT STEP
-- THIS IS A GOOD WAY TO FIGURE
OUT WHO YOU THINK MIGHT BE A
GOOD PROSPECT.

ONCE YOU GET FROM THERE, THEN GO
TO THE FOUNDATION'S WEB SITES.
AND, YOU KNOW THIS IS WHAT WILL
GIVE YOU MORE INDEX INFORMATION
ON THE FOUNDATION'S MISSION, THE
PHILOSOPHIES BEHIND THEIR
FUNDING, THE TYPES OF PROGRAMS
AND PROJECTS THEY FUND, BETTER
APPLICATION PROCEDURE
INFORMATION USUALLY.

THEY MAY -- YOU KNOW, THEY MAY
WANT A LETTER OF INQUIRY FIRST
AND A LETTER OF INQUESTION I
HAVE BASICALLY A TWO TO THREE
PAGE DOCUMENT THAT SUMMARIZES
WHO YOU ARE, WHAT YOU'RE -- YOUR
ASK IS, WHAT THE PROJECT IS AND
BASICALLY ASKS THAT YOU --
YOU'RE ASKING TO BE INVITED.
RESTRICTIONS.

YOU KNOW, THEY SAY THERE'S NO
FUNDS FOR ENDOWMENT, NO FUNDS
FOR CAPITAL CAMPAIGNS, NO FUNDS
TO INDIVIDUALS WHICH YOU SEE AN
AWFUL LOT OF.

IT ALSO GIVES YOU THE GRANTS
AWARDED LISTS.

SO YOU'LL BE ABLE TO SEE GRANT

SIZE, TYPES OF ORGANIZATIONS
SUPPORTED.

AND YOU NEED TO BE CAREFUL HERE
BECAUSE IF YOU SEE A FOUNDATION
THAT SEEMS LIKE A GOOD PROSPECT
BUT YOU'RE SEEING THAT THEY GIVE
TO THE SAME PEOPLE EVERY SINGLE
YEAR AND THEY'RE NOT TAKING IN
IN ADDITION -- TAKING ON ANY NEW
GRANTEES, THEY'RE NOT LOOKING
FOR NEW GRANTEES AND THERE'S A
FEW FOUNDATIONS OUT THERE THAT
THEIR MISSION IS TO FUND THE
SAME 17, 20, 25 ORGANIZATIONS
YEAR IN AND YEAR OUT.

ANOTHER THING THAT THE WEB SITE
WILL TELL YOU IS BOARD MEMBERS.
AND THAT'S IMPORTANT BECAUSE,
YOU KNOW, THAT HELPS
BOARD-TO-BOARD CONNECTIONS ARE A
GREAT WAY TO GET INTO A
FOUNDATION THAT MAY NOT ACCEPT
APPLICATIONS.

NOW, WHAT DO YOU DO IF THEY
DON'T A WEB SITE?

AND THAT'S A LOT OF SMALLER
FAMILY FOUNDATIONS OFTEN DON'T.
AND THAT'S WHERE THE FORM 990
COMES IN.

AND I'VE SHOWED THIS SCREEN
BECAUSE THIS IS ONE OF THE FREE
THINGS FROM THE FOUNDATION
CENTER.

IF YOU GO TO THEIR HOME PAGE--
AGAIN, THE SITE ADDRESS IS ON
YOUR RESOURCE LIST-- AND YOU
CLICK UNDER "FIND FUNDERS,"
UNDER THERE YOU WILL SEE THE 990
FINDER AND THAT WILL TAKE YOU TO
A PAGE WHERE YOU CAN POP IN THE
NAME OF THE FOUNDATION YOU'RE
LOOKING FOR AND YOU WILL GET
THEIR 990s FROM THE LAST TEN
YEARS OR SO.

AND BASICALLY WHAT A 990-- WHICH
IS THE FOUNDATION'S I.R.S.
FILING, IT'S THEIR TAX FORM,

BASICALLY, AND IT'S ALL PUBLIC DOCUMENT INFORMATION.
AND, IT WILL TELL YOU WHAT GRANTS THEY'VE MADE THAT YEAR SO YOU CAN KNOW HOW MUCH THEY GIVE AND HOW ARE THEY GIVING?
IT WILL TELL YOU THEIR ASSETS, AGAIN, IF THEY'VE INCREASED OR DECLINED IN RECENT YEARS.
THEIR STOCK HOLDINGS.
YOU CAN ALSO USE IT TO SEE IF THERE'S ANY CHANGES IN ADMINISTRATION.
AND NOT ALWAYS, BUT THEY SOMETIMES PROVIDE APPLICATION PROCEDURES.
AND IT'S OFTEN GOOD TO CHECK EVEN IF YOU'RE GETTING GREAT INFORMATION FROM THE FOUNDATION CENTERS' RECORDS TO EVEN DOUBLE CHECK THE 990.
BECAUSE SOMETIMES THE INFORMATION IN THE 990 IS MUCH MORE UP TO DATE THAN THE DIRECTORY ONLINE.
>>
OTHER THINGS THAT YOU CAN LOOK FOR TO FIND FOUNDATIONS THAT MIGHT BE INTERESTED IN FUNDING, YOU KNOW, ANNUAL REPORTS OR DONOR LISTS FROM OTHER ORGANIZATIONS.
I LOOK AT THESE ALL THE TIME TO SEE WHO'S GIVING TO WHOM.
AND PARTICULARLY PRESERVATION ORGANIZATIONS.
I'M LOOKING AT THEIR ANNUAL REPORT TO SEE AND A LOT OF TIMES THE LISTINGS ARE THERE AND HAD THE MONETARY AMOUNTS SO I CAN SEE WHO IS GIVING HOW MUCH AND ALL OF THAT DONOR LISTS FROM OTHER ORGANIZATIONS.
I LOOK AT THEM ALL.
SOCIAL MEDIA, LOOK AT YOUR COLLEAGUE ORGANIZATIONS AND SEE WHAT THEY'RE POSTING ON THEIR

FACEBOOK STATUS, WHAT THEY'RE TWEETING, THAT KIND OF THING. THEY MAY BE USING THAT TO ANNOUNCE A GRANT OR AN AWARD. AND PRESS RELEASES, TOO THE FOUNDATIONS WILL DO A PRESS RELEASE WHEN THEY SEND OUT GRANTEES.

I KNOW I.M.L.S. HAS JUST ANNOUNCED THEIR MUSEUMS FOR AMERICA AWARDS DONE THROUGH A PERES RELEASE SO THEY WILL DO -- FOUNDATIONS WILL DO THAT AS WELL.

SO LOOK FOR THOSE.

SOME OF THEM HAVE E-NEWSLETTER MAILINGS SO GET THOSE.

SO THEY HAVE HELPFUL HINTS, THEY CAN GIVE YOU INFORMATION ABOUT WHAT THE FOUNDATION IS FUNDING BUT ALSO WHO THEY'RE FUNDING AND HOW MUCH.

NOW THE LANGUAGE OF FOUNDATIONS OR FOUNDATION-SPEAK.

AND WHEN YOU'RE GOING THROUGH YOUR RESEARCH YOU WILL SEE A LOT OF THIS.

AND YOU'LL SEE THINGS LIKE "GIVES ONLY TO PRE-SELECTED ORGANIZATIONS."

FUNDING FILL IN THE BLANK INITIATIVES ONLY.

YOU'LL ALSO SEE DOESN'T ACCEPT APPLICATIONS, UNSOLICITED REQUESTS WILL BE REJECTED.

WHY IS THIS?

USUALLY IT'S A FOUNDATION CAPACITY.

THEY MAY NOT HAVE THE STAFF TO DEAL WITH ALL OF THE REQUESTS SO THEY TRY TO LIMIT IT.

BUT ALSO, TOO, THERE IS A GROWING EMPHASIS RIGHT NOW ON STRATEGY AND SOCIAL IMPACT AND SO FOUNDATIONS ARE KIND OF DESIGNING THEIR OWN THEORIES OF CHANGE AND STRATEGIES AND THEN

EITHER IMPLEMENTING THE PROGRAMS THEMSELVES OR SELECTING ORGANIZATIONS FROM WHICH THEY ARE WILLING TO ENTERTAIN PROPOSALS BECAUSE THEY KNOW THOSE ORGANIZATIONS WILL HELP THEM MEET THEIR STRATEGIC GOALS. SO THERE'S A LOT OF THAT GOING ON.

ANOTHER THING, YOU KNOW, YOU'LL SEE AGAIN GOING BACK TO THE GEOGRAPHIC FOCUS.

IF THEY'RE -- IF THEY SAY SPECIFICALLY THEY'RE FUNDING ALASKA AND YOU'RE IN COLORADO THEY'RE NOT GOING TO FUND YOU. YOU KNOW, EVEN IF IT GOES DOWN TO TOWN, IF IT GOES DOWN TO COUNTY, STATE, WHATEVER. SO YOU REALLY NEED TO LOOK AT THAT.

AGAIN, GOING BACK TO THOSE LIMITATIONS, WE DON'T ACCEPT PROPOSALS, ALL AFTER THAT WE REALLY NEED TO LOOK AT THAT. AND THEN ALSO, TOO, LOOK FOR THAT LETTER OF INQUIRY ACCEPTED AND, YOU KNOW, IF THEY'RE INTERESTED IN HEARING ABOUT NEW PROJECTS, THEY WILL ACCEPT THOSE AND BE CAREFUL, TOO, BECAUSE A LOT OF FOUNDATIONS ACTUALLY HAVEN'T HAD SPECIFIC WAYS THEY WANT THEIR LETTER OF INQUIRIES DONE AND THEY HAVE SPECIFIC GUIDELINES FOR THOSE AS WELL. NOT JUST PROPOSALS.

SO, FOR THESE RULES THERE ARE EXCEPTIONS, OF COURSE THERE ARE. YOU KNOW, SOMETIMES THIS FOUNDATION IS NOT TAKING APPLICATIONS, IF YOU'VE GOT A MUTUAL BOARD MEMBER THEN THE BOARD MEMBER CAN SPEAK TO THE FOUNDATION ON YOUR BEHALF. WHEN GUIDELINES ARE CHANGING-- THIS HAS BEEN HAPPENING A LOT

LATELY WITH THE MARKET CRASH--
FOUNDATIONS ARE CHANGING THEIR
GUIDELINES SO THEY'RE HOPE TO
PROPOSALS THAT -- FROM
ORGANIZATIONS THEY HAVEN'T FUND
IN THE PAST.

SIMILARLY, IF THEY'RE NOW THE
COMMUNITY OR YOU'RE NOW THE
COMMUNITY AS AN INTRODUCTORY
THEY MIGHT WANT TO TALK TO YOU
AND GET PROPOSALS FROM YOU IN
ORDER TO SEE WHAT PROJECTS ARE
OUT THERE AND WHAT'S GOING ON.
AND ALSO, TOO, IF THEY'RE
ALREADY SUPPORTING YOU TALK TO
THEM.

IF YOU'RE GOT A PROJECT THAT MAY
NOT FIT THEIR GUIDELINES BUT
BECAUSE THEY ARE YOUR SUPPORTER
THEY MAY BE RECEPTIVE TO YOUR
REQUEST.

HELPFUL HINTS.

WHEN YOU'RE GOING HERE, YOU
REALLY WANT TO MAKE SURE YOU
ALIGN WITH THEIR MISSION, THEIR
VISIONS, THEIR GOALS, THEIR
OUTCOMES, THEIR STRATEGIES.
MAKE SURE YOUR PROJECTS FIT INTO
THAT AND ILL STATE WILL IN YOUR
TEXT.

YOU WANT TO SHOW TO THEM THAT
YOU'RE NOT -- THEY'RE NOT ONLY
HELPING YOU ADVANCE YOUR MISSION
YOU'RE HELPING THEM ADVANCE
THEIRS.

NO THE GUIDELINES BEFORE YOU
SPEAK TO THE PROGRAM OFFICER.
THEY DON'T REALLY WANT TO GET
YOU ON THE PHONE TO TELL YOU
THEIR GUIDELINES.

YOU WANT TO BE ABLE TO ASK SOME
EDUCATED QUESTIONS.

AND USE -- YOU CAN USE MANY OF
THE SAME TECHNIQUES TO CULTIVATE
FOUNDATIONS AS YOU DO
INDIVIDUALS.

AND I KNOW KELSEY IS GOING TO BE

TALKING ABOUT INDIVIDUALS NEXT WEEK.

BUT THE ONLY DIFFERENCE HERE THAT I WANT TO TALK ABOUT IS THAT THE STRATEGIES ARE NOT DONOR-CENTRIC AS THEY WOULD BE WITH INDIVIDUALS, BUT THEY ARE MISSION-CENTRIC.

AGAIN, IT GOES BACK TO THAT ALIGNING WITH THEIR MISSIONS. YOU KNOW, GRANTS BEGIN WITH RELATIONSHIPS, TOO, SO -- AND THAT'S EVEN TRUE FOR GOVERNMENT AGENCIES.

MOST OF THE SUCCESSES I HAVE HAD HAVE BEEN WHEN I HAVE TALKED TO THAT PROGRAM OFFICER ABOUT A PROJECT FIRST, SOUGHT THEIR FEEDBACK AND WORKED WITH THEM RATHER THAN SENDING THEM SOMETHING COLD.

AND HOW DO YOU START CREATING THESE RELATIONSHIPS?

FIND SOMEONE WHO KNOWS A BOARD -- FOUNDATION BOARD MEMBER, A STAFF PERSON, OR ANY OTHER CONNECTION THAT CAN HELP YOU AND GET YOU NEW THE DOOR.

AND THESE CAN EVEN BE REMOTE. IT DOESN'T NECESSARILY HAVE TO BE -- YOUR BOARD MEMBER KNOWS THEIR BOARD MEMBER.

RUN THE NAMES OF THE FOUNDATION TRUSTEES REGULARLY PAST YOUR OWN BOARD TO SEEK OUT POSSIBLE CONNECTIONS.

BUT IT ALSO -- YOU KNOW, IT'S NOT ABOUT NECESSARILY ABOUT WHO THEY KNOW.

IT COULD BE ABOUT WHOM THEY KNOW KNOWS.

SO IT REALLY HELPS THEM TO EXPAND THEIR NETWORK.

IF THEY KNOW SOMEONE WHO KNOWS SOMEONE.

IT'S A GREAT WAY TO HELP MAKE THOSE CONNECTIONS.

OR YOU CAN EVEN CRAFT WHAT'S
KNOWN AS AN EXPLORTORY LETTER.
YOU KNOW THEY DON'T TAKE
UNSOLICITED PROPOSAL BUS JUST
SAY "OUR MISSION ALIGNS WITH
YOURS AND WE THOUGHT YOU MIGHT
LIKE TO KNOW ABOUT US."
THAT KIND OF THING.
AND ANOTHER THING IS TO KEEP THE
PROGRAM OFFICERS IN THE LOOP.
THIS GOES BACK TO IF YOU GET THE
NO.
REALLY KEEP THEM -- KEEP THEM IN
THE LOOP, LET THEM KNOW WHAT'S
GOING ON WITH YOU.
IF YOU'VE GOTTEN OTHER FUNDING
FOR A PROJECT LET THEM KNOW
ABOUT IT, LET THEM KNOW IF IT
WAS A SUCCESS.
AND IT REALLY HELPS THEM KEEP --
HELPS KEEP THEM AWARE ABOUT
WHAT'S GOING ON WITH YOU.
NOW, OUR WORDS OF WARNING.
AGAIN, IT KIND OF GOES BACK TO
WHAT I SAID BEFORE.
DON'T CREATE A PROJECT TO FIT
THEIR GUIDELINES.
I MEAN, THEY WILL SEE THROUGH
THAT.
AND MORE IMPORTANT, ANYTHING --
OKAY, FINE IF YOU GET THE
FUNDING.
THEN YOU'RE DOING A PROJECT THAT
MAY NOT NECESSARILY FIT YOUR
MISSION.
AND WHAT ARE YOU GOING TO DO
WHEN THE MONEY DRIES UP?
THEY'RE GOING TO WANT -- THAT
FOUNDATION WILL WANT YOU TO
CONTINUE THAT PROJECT AND YOU'RE
NOT GOING TO BE ABLE TO.
SO REALLY FUND THE ONES WHERE
YOUR PROJECT FITS THE
GUIDELINES.
AND, YOU KNOW, AS I SAY, THE
SECOND ONE IS DON'T APPROACH IF
THE PROJECT DOESN'T.

IF THEY DON'T FUND ARTS, MUSEUMS
HISTORY, WHATEVER IS THE FOCUS
OF YOUR ORGANIZATION, IF THEY'RE
DOING HEALTH AND HUMAN SERVICES
THEY'RE NOT GOING TO FUND YOU.
AND, AGAIN, GO BACK TO, YOU KNOW
DON'T REQUEST GRANTS BEYOND
THEIR GIVING CAPACITY.

YOU'RE NOT GOING TO GET IT.
AND THEN, YOU KNOW -- IF THEY
SAY AND YOU READ THROUGH
EVERYTHING AND THEY SAY THEY
DON'T WANT PHONE CALLS, DON'T
CALL THEM.

THEY DON'T WANT TO BE BOTHERED.
YOU'RE NOT THE EXCEPTION TO THE
RULE.

NOW, ON INTERNET SEARCHES I
ALWAYS LIKE TO DO A FEW WORDS OF
WARNING IN HERE, TOO.

IT'S A GREAT RESOURCE, WE KNOW
IT, BUT IN MANY WAYS YOU CAN
START HITTING LINK AFTER LINK
AFTER LINK AND SUDDENLY YOU'RE
GOING DOWN A ROAD OF
INCONSEQUENTIAL INFORMATION.
SO REALLY FOCUS IT AS YOU'RE
GOING THROUGH AND DOING YOUR
RESEARCH.

GET AWAY FROM THE COMPUTER.
THERE'S MUCH MORE BEYOND THE
WEB.

AGAIN, IT GOES BACKING TO THAT
LOOK AT YOUR AREA, LOOK AT DONOR
WALLS, NEWSPAPER INSERTS,
ENTERTAINMENT SECTIONS, EVENT
PROGRAMS, LIBRARIES.

THERE'S SO MANY OTHER FORMS OF
DONOR RECOGNITION THAT AREN'T
NECESSARILY ON THE WEB.

AND THEN DON'T FORGET THE PEOPLE
RESOURCES AROUND YOU.

YOU KNOW, TALK TO YOUR INTERNAL
STAKEHOLDERS, YOUR STAFF, YOUR
VOLUNTEERS.

THEY MAY NOT GOOD PROSPECTS.
THEY MAY KNOW PEOPLE WHO MIGHT

BE INTERESTED AT FUNDING.
THEY COULD BE VERY INVALUABLE
WAY TO ESTABLISH LINKAGES.
AND THEN ONE OF THE THINGS I
ALWAYS SAY IS, YOU KNOW, IN
TERMS OF BROADENING -- BROADEN
YOUR SEARCH.
IF YOU TRY TO LOOK -- OKAY, I
NEED A DRINK OF WATER.
HANG ON.

>>
WHEN YOU'RE LOOKING AT FUNDERS,
YOU IMMEDIATELY WANT TO GO TO
THE ONES THAT SAY OH, THEY FUND
COLLECTIONS CARE, CONSERVATION,
PRESERVATION, HISTORICAL SOCIETY
IN THEIR GUIDELINES.

YOU'RE LOOKING FOR THAT.
BUT THE FACT OF THE MATTER IS
THERE ARE VERY FEW OF THOSE SO
WHEN YOU'RE RESEARCHING THINK
MUCH BROADER BEYOND COLLECTIONS
AND REALLY START LOOKING AT
WHAT'S IN YOUR COLLECTIONS.
IF YOU HAVE -- IF YOU'RE
AMERICAN HISTORY, IF YOU'RE
EUROPEAN DRINKIVE THE ARTS ONCE
YOU START GOING MUCH BROADER YOU
CAN ACTUALLY OPEN UP A WEALTH OF
FUNDERS THAT YOU MIGHT NOT
NECESSARILY THINK OF.

SO HERE'S SOME QUESTIONS TO HELP
YOU THERE.

NOW, ON THAT NOTE, I'M GOING TO
TAKE ANOTHER SIP OF WATER.
ARE THERE ANY QUESTIONS ABOUT
FOUNDATIONS BEFORE I MOVE ON TO
GOVERNMENT?

>> OH, SUSAN, WE HAVE TONS OF
QUESTIONS.

>> (LAUGHS)

>> SO A LOT OF THE QUESTIONS ARE
ABOUT THE FOUNDATION ONLINE
DIRECTORY.

AND IT IS A PAID SUBSCRIPTION.
IT LOOKS LIKE LORI CHIMED IN --
THERE WERE SOME QUESTIONS ABOUT

HOW MUCH IT COST.

SHE SAYS THROUGH HER RESEARCH IT WAS ABOUT \$195 TO \$1,295 A YEAR. DOES THAT SOUND ABOUT RIGHT?

>> THAT SOUNDS ABOUT RIGHT AND BASICALLY THERE ARE DIFFERENT LEVELS OF HOW MUCH INFORMATION YOU CAN GET.

THE CHEAPER ONES YOU HAVE FEWER FOUNDATIONS YOU CAN SUPPORT.

I FORGET THE DISTINCTIONS ARE BETWEEN THE LEVELS OF MEMBERSHIP.

BUT ONE MAY HAVE, YOU KNOW, 75, ONE MAY HAVE 90,000, ONE MAY HAVE 100,000.

THAT KIND OF THING.

AND IN TERMS OF THE BREADTH OF INFORMATION YOU CAN GET.

THE GENERAL STUFF IS ALL THERE, BUT IF YOU WANT TO GET LIKE CORPORATE RECORDS AND THAT KIND OF THING THEN YOU'LL NEED TO GO UP ON THE HIGHER LEVELS.

>> A LOT OF FOLKS ARE CHIMING IN ABOUT WAYS TO GET ACCESS TO THIS ONLINE DREK WITHOUT PAYING THAT BIG COST.

YOU HAD MENTIONED GOING A LOCAL LIBRARY, SOME FOLKS IN LARGER INSTITUTIONS CAN GO THROUGH THEIR MAIN DEVELOPMENT OFFICE AND A FEW PEOPLE HAVE MENTIONED TECHSOUP AS A SPOT TO GET DISCOUNTING SUBSCRIPTIONS SO I JUST WANTED TO MENTION THOSE.

ARE MELISSA DID HAVE A QUESTION. SHE'S CURIOUS ABOUT GRANTSTATION.

SHE SAYS IT'S \$99 ON TECHSOUP. HAVE YOU HEARD ABOUT GRANTSTATION?

>> I HAVE NOT HEARD ABOUT GRANTSTATION BUT THERE ARE A LOT OF THEM AND THE REASON WHY I FOCUS ON THE FOUNDATION CENTER'S

DIRECT STORY IT IS SORT OF --
YOU KNOW, IT'S SORT OF THE CREAM
OF THE CROP, BASICALLY.

THAT'S WHERE EVERYBODY GOES.

THAT'S WHERE THE MOST
INFORMATION IS.

I MEAN, GUIDESTAR, TOO, HAS A
LOT OF WEALTH OF INFORMATION BUT
IT'S NOT AS THE SAME LEVEL.

CHARITY NAVIGATOR, TOO.

SO THAT'S WHY I DO IT BECAUSE
IT'S SORT OF THE CREAM ON THE
CROP.

BUT THERE ARE OTHERS OUT THERE.
AGAIN, IT GOES BACK TO WHATEVER
SORT OF WORKS FOR YOU, USING IT
AS THAT STARTING POINT.

IF YOU'RE ABLE TO DO A SEARCH ON
A SUBJECT MATTER LIKE ART
CONSERVATION AND SEE WHAT'S OUT
THERE AND THEN GO FROM THERE.

THEY'RE CRITICAL TO USE FOR.

>> GREAT, EXCEPT ONE QUICK
QUESTION WE HAD WAS IS IT ONLY
U.S. FOUNDATIONS OR IS IT
INTERNATIONAL OR --

>> IT'S ONLY U.S. FOR THE ONE I
AM SHOWING AND I CAN'T REMEMBER
OFF THE TOP OF MY HEAD WHAT IT
IS.

THERE ARE INTERNATIONAL
DATABASES AS WELL.

>> OKAY.

GREAT.

>> AND I MAY HAVE -- I CAN LOOK
THOSE UP.

I MAY BE ABLE TO PUT THOSE ON
THE TEXT AFTERWARDS OR IN THE
RESOURCE AFTERWARDS.

BUT THEY ARE COUNTRY SPECIFIC.

I KNOW THERE'S ONE IN THE U.K.

THAT IS ALSO AVAILABLE AND AS
FAR AS OTHER COUNTRIES THIS --

THERE IS THE FOUNDATION OF
FOREIGN RELATIONSHIPS I BELIEVE
IT IS CALLED THAT MAY HAVE
INFORMATION THERE ON THAT BUT I

CAN ADD THAT TO THE RESOURCES
AFTERWARDS BECAUSE I NOTICED
THERE WERE A LOT OF OVERSEAS
FOLKS TAKING THIS.

>> OKAY.

AND THEN WE HAD LEIGH-ANNE WHO
WAS CURIOUS.

SHE HEARD OF AN EXPRESSIVE
DIRECTORY FOR SOME LIBRARIES FOR
FINDING GRANTS, DO YOU THINK THE
F.D.O. IS WHAT SHE'S THINKING OF
OR ARE THERE OTHERS THROUGHOUT?

>> I THINK IT'S PROBABLY THE
F.D.O. IT IS THE CREAM OF THE
CROP AND IT AIN'T CHEAP.
BUT THERE ARE WAYS TO DO IT
BECAUSE YOU CAN SET IT UP SO
THERE CAN BE MULTIPLE USERS SO
IF YOU'RE IN A COMMUNITY WITH
SEVERAL INSTITUTIONS YOU MIGHT
BE ABLE TO PULL YOUR RESOURCES
TOGETHER AND SHARE A
SUBSCRIPTION?

AND THEREBY THERE CAN BE UP TO
THREE USERS AT A TIME.

SO THAT MIGHT BE A CONSIDERATION
TO HELP KEEP THE COSTS DOWN.

BUT, AGAIN, THE F.D.O.-FREE IS
ALSO A REALLY GREAT WAY.

I KNOW YOU CAN'T DO THE SUBJECT
SEARCHES AND ALL OF THAT HAVE
BUT AT LEAST IF YOU SEE A NAME
-- A FOUNDATION NAME ON THE WALL
YOU CAN GO IN AND FLAUG IN AND
AT LEAST GET THE INFORMATION
THAT WAY AS WELL.

THEY REALLY STARTED THAT MAYBE
LAST WEEK.

IT'S VERY BRAND NEW.

>> ONE LAST QUESTION AND I'LL
LET YOU MOVE ON.

CASEY IS CURIOUS IF YOU HAVE ANY
SPECIFIC ADVICE ON FINDING AND
GETTING ENDOWMENT FUND GRANTS?

>> IT REALLY DEPENDS ON THE
FUNDERS.

SOME WILL FUND ENDOWMENTS, SOME

WILL NOT.

AND THERE ARE CHALLENGE GRANTS
LIKE THE N.I.H. CHALLENGE GRANT
CAN BE USED FOR ENDOWMENT.

SO YOU REALLY HAVE TO LOOK AT
THE FUNDER.

AND BECAUSE THEY ARE USUALLY
SUCH LARGE GIFTS OR LARGE GRANTS
IT REALLY -- IT'S A CONVERSATION
WITH THAT FOUNDATION.

I MEAN, WHEN I HAVE RAISED
ENDOWMENT MONEY, IT'S ALWAYS
BEEN A LONG DISCUSSION WITH THE
FOUNDATION BEFORE THE LAST ONE I
DID WAS \$1.5 MILLION, I THINK.

AND IT WAS A LENGTHY
CONVERSATION WITH THE FOUNDATION
BEFORE WE GOT THERE.

AND WE GOT THE GRANT.

SO IF YOU KNOW -- IF YOU HAVE A
PROSPECT IN MIND, YOU KNOW, SEE
IF THEY'RE WILLING TO --
CONSIDER AN ENDOWMENT GRANT AND
IF THEY ARE, THEN, YOU KNOW,
TALK ABOUT WHAT IT WOULD BE FOR,
ARE YOU ENDOWING A POSITION?
ARE YOU ENDOWING A COLLECTIONS
CARE INITIATIVE?

WHATEVER IT IS YOU'RE ENDOWING.
AND THEN REALLY START HAVING
THAT CONVERSATION WITH THE
FOUNDATION.

>> GREAT, THANK YOU, SUSAN.

I'M GOING TO HOLD ON.

WE'VE GOT A FEW MORE QUESTIONS
BUT I WILL HOLD ON TO THEM UNTIL
YOUR NEXT BREAK.

>>, GREAT.

LET'S GO ON TO GOVERNMENT.

AND HERE WE ARE.

NOW, THE THING ABOUT RESEARCHING
GOVERNMENT GRANTS IS THERE
REALLY ISN'T MUCH YOU CAN DO.

IT'S ALL THERE.

AND, YOU KNOW, IT'S --
EVERYTHING IS CLEARLY STATED IN
THE GUIDELINES.

THE PROGRAMS, THE TYPES OF PROJECTS THEY FUND OR NOT FUND, THEIR APPLICATION REQUIREMENTS, THE GRANTS REWARDED AND EVERYTHING.

IT'S ALL THERE.

AND THE BEST PLACE TO START IF YOU'RE LOOKING FOR -- AT THE FEDERAL LEVEL IS grants.gov. AND THIS IS A PAGE THAT LISTS FUNDING OPPORTUNITIES BY AGENCY OR SUBJECT MATTER.

IT'S WHERE ANNOUNCEMENTS ARE POSTED.

WHERE YOU CAN DOWNLOAD APPLICATIONS.

IT'S ALSO WHAT YOU USE TO APPLY. IT'S ALL DONE THROUGH grants.gov.

AND I JUST THOUGHT I WOULD PLUG UP A FEW OF THE USUAL SUSPECTS-- AS MUCH AS I HATE USING THAT PHRASE.

THE N.E.A., THE N.E.H., THE I.M.L.S., THE N.H.P.R.C.-- I ALWAYS HAVE TO SLOW DOWN FOR THAT ONE.

THEY'RE SORT OF THE USUAL COLLECTIONS CARE FEDERAL FUNDERS.

BUT ALSO, TOO, LOOK AT THE DEPARTMENT OF EDUCATION.

LOOK AT THE DEPARTMENT OF THE INTERIOR.

IF YOU'RE A SCIENCE OR AN ENVIRONMENTAL MUSEUM, LOOK AT THE NATIONAL SCIENCE FOUNDATION. THERE'S A LOT OF MUCH MORE BROADER THINGS OUT THERE ON THE FEDERAL LEVEL THAT YOU CAN LOOK FOR.

AND ANOTHER THING, TOO, IS DON'T THINK JUST FEDERAL.

I MEAN, LOOK AT YOUR STATE HISTORIC PRESERVATION OFFICES, THE PARKS DEPARTMENT IF YOU'RE DOING A BUILDING RESTORATION

PROJECT, SOMETIMES THEY HAVE FUNDING FOR THAT. YOUR STATE ARCHIVES, YOUR STATE LIBRARY. COUNCILS ON THE HUMANITIES, THE COUNCILS ON THE ARTS. THE STATE DEPARTMENT OF ED, THERE'S ALL FUNDING OPPORTUNITIES THERE AND, AGAIN, IT IS ALL OUT THERE. BECAUSE THEY ARE REALLY, YOU KNOW -- THEY'RE A GOVERNMENT, THEY HAVE TO BE TRANSPARENT SO IT'S ALL READILY AVAILABLE. AND THEN, TOO, LOOK AT YOUR LOCAL, YOUR COUNTY, YOUR TOWN GOVERNMENTS, THAT KIND OF THING. NOW, A WORD OF WARNING ON GOVERNMENT GRANTS AND THIS IS, AGAIN, AT THE FEDERAL LEVEL. DON'T WAIT UNTIL THE LAST MINUTE TO REGISTER WITH grants.gov. YOU NEED TO REGISTER WITH THE SITE. YOU ARE BASICALLY REGISTERING YOURSELF AS A VENDOR TO THE FEDERAL GOVERNMENT. IT'S HOW YOU GET YOUR MONEY IF YOU GET THE GRANT AND IT TAKES ABOUT TWO WEEKS TO DO. SO IF YOU TRY TO GO REGISTER FOR grants.gov ON THE DAY THE APPLICATION IS DUE YOU'RE NOT GOING TO BE ABLE TO SUBMIT YOUR APPLICATION. IT'S NOT GOING TO -- YOU'RE NOT GOING TO HAVE BEEN PROCESSED THROUGH THE SYSTEM YET. AND LOOK TO THE STATE'S LEVELS AS WELL. A LOT OF STATES ARE ALSO TAKING ON SIMILAR TYPES OF ONLINE APPLICATION PROCEDURES THAT YOU WOULD NEED TO REGISTER FOR FIRST. THE I'M RIGHT NOW IN THE MIDDLE OF DOING A BUNCH OF THEM FOR MY

NEW YORK STATE CLIENTS SO JUST
KEEP IN MIND.

IT DOES TAKE A WHILE TO GET
YOURSELF INTO THE SYSTEM.

NOW, THE HELPFUL HINTS FOR
GOVERNMENT AGENCIES, YOU KNOW,
THEY ARE VERY CLEAR ABOUT WHAT
THEY WANT SO REALLY FOLLOW THE
GUIDELINES.

THEY HAVE VERY SPECIFIC
QUESTIONS.

ANSWER THOSE SPECIFIC QUESTIONS.
AND I OFTEN SAY TO -- WHEN I'M
TEACHING GRANT WRITING WORKSHOPS
YOU KNOW, IF THEY ASK HOW DOES
THE PROJECT DEMONSTRATE THE SKY
IS BLUE?

START SENTENCE WITH "THE PROJECT
DEMONSTRATES THE SKY IS BLUE BY
--" DON'T MAKE THEM LOOK FOR THE
INFORMATION.

LAY IT THROUGHOUT VERY CLEARLY.
USE THEIR QUESTIONS IN YOUR
ANSWERS.

USE THE SAME LANGUAGE.

IT'S FINE.

REALLY GIVE THEM WHAT THEY WANT.

ALSO AS I SAID BEFORE INVOLVE
THE PROGRAM OFFICER.

TALK TO THEM ABOUT THE PROJECT.
SOME OF THEM WILL TAKE A DRAFT
PROPOSAL.

I THINK IT'S EITHER SIX TO EIGHT
WEEKS BEFORE THE DEADLINE
DEPENDING ON THE AGENCY AND THEY
WILL READ THROUGH IT AND GIVE
YOU COMMENTS.

SO REALLY IT DOES HELP TO
INVOLVE THEM.

ALSO, TOO, YOU WANT TO LOOK AT
THE AGENCY FOCUS.

THE N.E.H. REALLY WANTS PROJECTS
THAT ENSURES ACCESS TO
COLLECTIONS AND BOLSTER THE
HUMANITYS SO MAKE SURE YOUR
PROJECT CAN DO THEM THAT FOR
THEM.

THE I.M.L.S. HAS COME OUT WITH A STRATEGIC PLAN ABOUT A YEAR, YEAR AND A HALF AGO, I GUESS IT WAS.

THEY WANT PROJECTS THAT HELP FULFILL THE GOALS OF THEIR PLANS AND THE N.E.A. WHICH IS RIGHT NOW KIND NOVEMBER FLUX BECAUSE THEY'RE LOOKING FAR NEW HEAD. BUT FOR YEARS THEY -- THEY WERE ALL ABOUT CREATIVE PLACE MAKING SO THEY WERE LOOKING FOR PROJECTS ABOUT THAT.

NOW, I'M GOING TO TAKE ANOTHER BREATHER AND SEE IF THERE'S ANY QUESTIONS ABOUT GOVERNMENT AGENCIES.

I KNOW I WENT THROUGH THAT QUICKLY BUT, LIKE I SAID, THERE ISN'T A REAL LOT YOU CAN DO. SO ARE THERE ANY QUESTIONS BEFORE WE GO ON TO THE MAGIC LIST?

BECAUSE I KNOW YOU ALL WANT THAT MAGIC LIST.

(LAUGHS)

>> YEAH, IT LOOKS LIKE I HAVE TWO TO THROW AT YOU.

CONNIE IS CURIOUS ABOUT CAPACITY BUILDING GRANTS.

ARE THOSE NEW?

SHE HADN'T HEARD THE TERM BEFORE.

AND CAMILLA SAID ISN'T CAPACITY BUILDING ANOTHER WAY OF PHRASING PROFESSIONAL DEVELOPMENT?

>> YES AND NO TO ANSWER THE SECOND QUESTION FIRST.

CAPACITY BUILDING GRANTS CAN BE USED FOR PROFESSIONAL DEVELOPMENT OF YOUR STAFF. THEY CAN BE USED FOR STAFF TRAINING.

BUT CAPACITY BUILDING, THERE'S ALSO WHAT THEY USED TO REFER TO THEM AS IS SORT OF MANAGEMENT-RELATED PROJECTS AND

THAT KIND OF THING.

I THINK CAPACITY BUILDING CAME
OUT OF THE PHRASE MAYBE ABOUT
TEN YEARS AGO.

MAYBE LESS THAN THAT.

I'M NOT SURE.

BUT, YEAH, IT'S BEEN AROUND FOR
A WHILE AND IT'S REALLY -- I
MEAN, IF YOU LOOK AT -- VARIOUS
SEARCHES FOR THEM LITS COME UP
AS CAPACITY
BUILDING/MANAGEMENT/PROFESSIONAL
DEVELOPMENT SO THEY'RE ALL KIND
OF CLASSED INTO THE SAME THING
BUT WHAT IT REALLY COMES OUT, AS
I SAID, IS INSTITUTIONAL GROWTH,
INSTITUTIONAL ADVANCEMENT, THAT
KIND OF THING.

>> OKAY, AND THEN ONE MORE
QUESTION WE JUST GOT IN FROM
MERLE.

CAN RELIGIOUS INSTITUTIONS GET A
GOVERNMENT GRANT FOR THEIR
ARCHIVES?

>> IT REALLY DEPENDS.

THAT'S A QUESTION FOR A PROGRAM
OFFICER.

A LOT OF FOUNDATIONS, A LOT OF
GOVERNMENT AGENCIES DO NOT FUND
RELIGIOUS INSTITUTIONS BUT THAT
SAID THERE ARE SOME GRANTS THAT
DO.

FOR A LONG TIME THE NEW YORK
STATE PRESERVATION GRANTS WERE
FUNDING CHURCHES.

BECAUSE OF THE CHANGES-- WHICH
I'LL TALK ABOUT IN A LITTLE
BIT-- THEY'RE NOT.

SO, YES, YOU REALLY NEED TO HAVE
A CONVERSATION.

SOMETIMES IT'S BETTER IF THE
CHURCH HAS A 501(C)3 SEPARATE AND
THEY CAN PUT IN THE REQUESTS FOR
THE GRANT.

I HAVE ONE CLIENT IN BROOKLYN
THAT DOES THAT.

THEY HAVE A SEPARATE 501(C)(3)

SO IT'S NOT THE CHURCH CHURCH
APPLYING ITSELF.

>> SO, AGAIN, YOU KNOW, REALLY
TALK ABOUT -- TALK TO THE
PROGRAM OFFICER ABOUT THAT.

>>

>> LET ME THROW AT YOU BEFORE WE
MOVE TOO FAR PAST CAPACITY
BUILDING GRANTS.

SUSAN IS CURIOUS WHETHER THAT
COULD HELP A NONPROFIT HIRE ITS
EXECUTIVE DIRECTOR.

A MILL WILL L.A. IS CURIOUS IF
IT ENCOMPASSES FOR DEVELOPMENT
AND STRATEGIC PLANNING.

>> YES, TO THE LAST TWO, IT DOES
INDEED.

AS FOR FUNDING AN E.D. POSITION,
IT WOULD DEPEND ON THE FUNDER.
I HAVE TO SAY, SOME DO, SOME
DON'T.

SO -- BUT I THINK IF YOU ARE
ABLE TO APPLY FOR AN EXECUTIVE
DIRECTOR POSITION I THINK THE
KEY IS REALLY -- YOU REALLY NEED
TO MAKE THE CASE THAT
DEMONSTRATES THAT IT'S ABOUT
INSTITUTIONAL GROWTH.

YOU CAN'T MOVE MUCH FURTHER
UNLESS YOU GET SOMETHING INTO
THE DIRECTORSHIP ROLE AND THAT
WILL HELP YOU MOVE FORWARD AS AN
ORGANIZATION.

>> THANK YOU.

>> OKAY, ALL RIGHT.

NOW WE'RE GOING TO GO TO ANOTHER
POLE SO I'M GOING TO ADD -- THIS
MAY BE REDUNDANT IN REGARD TO
THE QUESTIONS COMING THROUGH BUT
AS ANYBODY ACTUALLY SEARCHED FOR
ART CONSERVATION ON THE
FOUNDATION CENTER'S DIRECTORY
ONLINE?

INTERESTING!

A LOT OF YOU HAVEN'T.

OKAY.

ALL RIGHT, GOOD.

ON TO THE NEXT, THAT'S GREAT.

THANKS, DANNY.

SORRY, DIDN'T MEAN TO DO THAT.
NOW, WHEN YOU DO, AT LEAST WITH
MY MEMBERSHIP, YOU COME UP WITH
A REAL MINIMAL NUMB WE ARE OF
FUNDERS.

AND WHAT I OFTEN FIND
ENTERTAINING ABOUT IT IS THAT
USUALLY WHAT'S MISSING ARE THE
REAL MAJOR FUNDERS OF MUSEUMS
AND CONSERVATION.

THE MALLON FOUNDATION, THE
SAMUEL A. CRAFT, CHER
MONOFAIRCHILD AND THE BIGGER
CORPORATE DONORS LIKE BANK OF
AMERICA DON'T SHOW UP WHEN YOU
FUND ART CONSERVATION.

SO USUALLY WHAT FOLLOWS NEXT IS
"WE NEED A MAGIC LIST."

SO THERE IS YOUR MAGIC LIST.

FOUNDATION GRANTS FOR
PRESERVATION AND LIBRARIES,
ARCHIVES AND MUSEUMS.

2010 IS THE MOST RECENT EDITION.

THIS IS BASICALLY A BOOK OF
FOUNDATION CENTER SEARCHES AND
IT LISTS THE FOUNDATIONS THAT
IT'S GIVEN TO PRESERVATION AND
CONSERVATION BY STAGE AND WITHIN
IT YOU HAVE HOT LINKS TO TAKE
YOU TO FOUNDATION SITES AND
THERE'S ALSO TUTORIALS ON GRANT
WRITING.

THE WEB SITE FOR THIS THAT YOU
CAN DOWN SLOWED IN THE RESOURCES
I LIST.

BUT THERE IS A CAVEAT TO THIS.
THERE'S A LOT OF ONE-TIME GIFTS
IN THIS AND THERE'S A LOT OF
GIFTS TO SOME YOU'RE SEEING
EVERYTHING.

IT'S NOT NECESSARILY GIVING YOU
THE NAMES OF FOUNDATIONS THAT
ARE SPECIFICALLY INTERESTED IN
PRESERVATION OR CONSERVATION SO
THIS IS A GOOD STARTING POINT

BUT YOU NEED TO DIG IN FOURTH
FIND A GENUINE INTEREST IN WHAT
IT IS YOU WANT TO DO.

SO NOW WHAT I WANT TO DO A
LITTLE BIT-- I'M WATCHING MY
TIME HERE-- IS I WANT TO TALK
ABOUT SOME OF THE FUNDERS
THROUGHOUT IN TERMS OF INTEREST
AND LIMITATIONS AND THAT KIND OF
THINGS AND ALL THE ONCE I'M
MENTIONING AND EVEN SOME OF THE
ONES I HAVEN'T THE LINKS TO THE
WEB SITE ARE IN THE RESOURCES.
SO I'LL START FIRST WITH THOSE
THAT FUND CONSERVATION AND
BAY/PAUL STILL FUNDS TREATMENT.
THE TRU-VUE OPTIMUM CONSERVATION
GRANT WILL DONATE UP TO ABOUT \$4
AND THIS IS A GRANTED A
MINISTERS THROUGH THE FOUNDATION
OF THE AMERICAN INSTITUTE FOR
CONSERVATION.

SO, AGAIN, WEB SITES IN THE
RESOURCES.

THE COBY IS A FUNDS TEXTILE
RELATED PROJECTS AND COLLECTIONS
ONLY SO, AGAIN, LOOK AT THE
COLLECTION CONTENTS AND SEE
WHO'S INTERESTED IN THOSE
MATERIALS.

THE NATIONAL TRUST FOR HISTORIC
PRESERVATION HAS THE
PRESERVATION FUND HAS THE
MITCHELL FUND FOR HISTORIC
INTERIORS AND THESE ARE ALL WHAT
ARE KNOWN AS TECHNICAL
ASSISTANCE GRANTS.

THEY'RE NOT GOING TO FUND BRICKS
AND MORTAR OR TREATMENT PER SE
BUT WHAT THEY ARE GOING TO DO IS
GIVE YOU THE FUNDING TO BRING
SOMEONE IN TO HELP YOU GET
STARTED.

TSE SO IF YOU WANT SOMEONE TO
HELP YOU DESIGN A NEW EXBUSH
ADMINISTRATION OR HIRE A
FUND-RAISING CONSULTANT THAT

KIND OF THING THAT'S WHERE THE NATIONAL TRUST GRANTS COME IN AND IF YOU WANT TO DO WORK ON YOUR INTERIOR IT IS MITCHELL FUND IS A VERY GOOD GRANT FOR THAT.

THERE ARE SOME THAT REQUIRE CHAPTER MEMBERSHIPS.

THE QUESTERS ARE FOLKS WHO ENJOY HISTORY AND ANTIQUES AND THEY HAVE FUNDING SUPPORT FOR CONSERVATION FOR THEIR MEMBERS.

THE SAME WITH THE D.A.R. AND OTHER GENEALOGICAL GROUPS.

THE DAUGHTERS, PART OF THEIR MISSION IS PRESERVATION SO THEY HAVE A FUND FOR SPECIAL PROJECTS THAT, YOU KNOW, THEIR CHAPTERS CAN APPLY FOR AND MAYBE OFF D.A.R. MEMBER WHO WOULD BE WILLING TO GO TO BAT FOR YOU.

THERE'S ALSO REGRANTING PROGRAMS.

THESE ARE NONPROFITS WHO GET A GRANT TO GIVE AWAY THE MONEY.

SO, LIKE, THE CONSERVATION CENTER IN PHILADELPHIA, LEE PRICE'S, WHO WAS THE LAST WEBINAR IN THE SERIES, HIS ORGANIZATION WILL GIVE OUT MONEY FOR PRESERVATION NEEDS ASSESSMENT.

THE GREATER HUDSON HERITAGE NETWORK GIVES OUT CONSERVATION TREATMENT GRANTS IN NEW YORK. SAME AS THE PRESERVATION LEAGUE OF NEW YORK HAS THEIR PRESERVE NEW YORK GRANT.

AGAIN, THEIR TECHNICAL ASSISTANCE GRANTS.

CONNECTICUT DOES AS WELL.

SO REALLY LOOK AT OTHER ORGANIZATIONS AND SEE IF THEY -- BECAUSE A LOT OF THEM THROUGHOUT DO REGRANT SO YOU CAN REALLY SEE WHAT THEY'RE OUT THERE FOR.

THERE ARE OTHERS THAT HAVE VERY

SPECIFIC FOCUS.

THE GRAMMY FOUNDATION FUNDS
PRESERVATION OF RECORDED SOUND.
COSTUME SOCIETY IS OBVIOUSLY
COSTUMES.

NATIONAL FILM PRESERVATION IS,
AGAIN, THEY FUND THE
PRESERVATION OF FILM.

FLORENCE GOULD FOUNDATION IS --
FUNDS THINGS IN FRENCH, THAT'S
THE ONLY WAY YOU CAN PUT IT.
SO IF YOU HAVE A COLLECTION OF
FRENCH FURNITURE THAT NEEDS
CONSERVING OR YOU'RE DOING A
FRENCH-RELATED EXHIBITION,
FLORENCE GOULD IS A GOOD
PROSPECT FOR YOU AND DELL MAS IS
FOR THINGS VENETIAN.

THE COUNCIL IS GOOD FOR
CATALOGING AND PROCESSING HIDDEN
COLLECTIONS THAT ARE CURRENTLY
NOT USABLE AND THEY WILL GIVE
FUNDING NOT FOR TREATMENT BUT TO
HELP YOU CATALOG AND PROCESS
COLLECTIONS.

THEY'RE NOT JUST LIBRARY
MATERIAL, PRINTED MATERIAL,
EPHEMERA, THEY'RE BROAD.
COINS, CERAMICS, GLASS,
TEXTILES.

THEY WILL CONSIDER IT.
IT'S ABOUT GETTING SOMETHING
THAT YOU CAN'T USE RIGHT NOW,
NOTHING'S USABLE, AND GET IT OUT
THERE.

THERE ARE ALSO FOUNDATIONS WITH
GEOGRAPHICAL FOCUS.

THE AMERICANA FOUNDATION FOCUSES
ON DECORATIVE ARTS BUT THEY FUND
IN MICHIGAN.

1772 GIVES OUT SMALL BRICKS AND
MORTAR FOR POINTING AND WINDOW
REPAIR AND THAT KIND OF THING
BUT THEY'RE SPECIFIC STATES.

THEN YOU HAVE FOR HISTORICAL
TRUSTS THAT GIVE OUT GRANTS FOR
THEIR SPECIFIC THING.

I NOTICED THIS ON MONDAY AND I SEE A QUESTION ABOUT IT NOW IN TERMS OF ARCHAEOLOGICAL SITES. NOW, ONE OF THE THINGS I WOULD SAY IS, YOU KNOW, WHEREVER YOUR DIG IS ALBANIA, YOU KNOW, THERE ARE FUNDERS WHO GIVE TO SPECIFIC COUNTRIES AND ARE INTERESTED IN PROJECTS IN SPECIFIC COUNTRIES. I DO A LOT OF WORK WITH AMERICAN FRIENDS OF ORGANIZATIONS IN THE UNITED KINGDOM SO I WILL LOOK FOR FOUNDATIONS OR WHAT HAVE YOU THAT HAVE AN INTEREST IN ENGLAND AND BRITAIN AND THAT KIND OF THING SO YOU CAN ACTUALLY DO SEARCHES BASED ON COUNTRY ALONE. IT GOES BACK TO THAT GEOGRAPHIC FOCUS.

NOW THE GOVERNMENT AGENCIES-- AGAIN, I'M NOT GOING TO TALK ABOUT THESE TOO MUCH, THE I.M.L.S., INSTITUTE OF MUSEUM AND LIBRARY SERVICES, THEY HAVE VARIOUS GRANTS THAT ARE GEARED TOWARDS COLLECTION CARE. THEY USED TO HAVE THE CONSERVATION PROJECT SUPPORT GRANTS FOR SEPARATE -- WHICH IS A SEPARATE PROGRAM.

THEY WERE ROLLED INTO THEIR MUSEUMS FOR AMERICA GRANTS ABOUT THE LAST GRANT CYCLE.

THE N.I.H. HAS SEVERAL, IF YOU'RE A SMALLER INSTITUTION THEY HAVE GRANTS TO HELP YOU -- THEY DON'T FUND TREATMENT BUT THEY HELP YOU BEGINNING PLANNING COLLECTION CARE INITIATIVE BY STORAGE FURNITURE, ENVIRONMENTAL MONITORING EQUIPMENT, THAT KIND OF THING.

THE STATE AND CULTURE HERITAGE, HUMANITIES COLLECTIONS AND REFERENCE RESOURCES ARE ABOUT PLANNING AND IMPLEMENTING SUSTAINABLE PREVENTATIVE

MEASURES, HUMANITIES COLLECTIONS IS ABOUT INCREASING ACCESS OR IMPROVING ACCESS.

LET ME BACK GO BACK FOR ONE SECOND.

I'M SORRY, I'M LOOKING AT MY NOTES.

THIS IS WHY I NEED TO READ MY NOTES.

THE KEY TO THE I.M.L.S. IS YOU REALLY WANT TO LOOK AT THEIR STRATEGIC PLAN AND FIGURE OUT HOW YOUR PROJECT ALIGNED WITH IT.

HOW DOES IT HELP FULFILL THEIR STEWARDSHIP GOALS.

SO YOU CAN GO ONLINE AND LOOK AND SEE WHAT IT IS THEY WANT. N.I.H. IS REALLY ABOUT PROJECTS THAT ENSURE ACCESS TO COLLECTIONS AND BOLSTER THE HUMANITIES.

THE KEY TO N.E.H. NOW DAYS IS THEY'RE LOOKING FOR MORE BANG FOR THEIR BUCK: THEY'RE USED TO DOING INDIVIDUAL OBJECT TREATMENTS AND THAT KIND OF THING.

WHAT CAN YOU DO TO PRESERVE? SO THEY'RE MORE ABOUT PREVENTATIVE.

THE.

N.E.H. LIKES TO SEE THAT COLLECTION MANAGERS ARE AT THE LEAD TABLE OF YOUR INSTITUTIONS. SO REALLY EXPLAIN HOW YOUR PROJECT IS ACTUALLY -- BENEFITS THE WHOLE ORGANIZATION RATHER THAN JUST YOUR DEPARTMENT.

N.E.A., AGAIN AS I SAID, THERE'S A LOT OF CHANGING HAPPENING THERE WITH WHATEVER WE GET A NEW HEAD FOR THEM.

BUT, YOU KNOW, AGAIN A LOT OF THEIR PROJECTS UP UNTIL NOW HAVE BEEN CREATIVE PLACE MAKING AND THAT FALLS A LOT INTO ECONOMIC

IMPACT WHICH I WILL DISCUSS IN A FEW MINUTES AND THE N.H.P.R.C. AND OBVIOUSLY IT'S ABOUT PROCESSING HISTORICAL DOCUMENTS, ARCHIVES AND THAT KIND OF THING. HOW MUCH DO YOU ASK?

I GET THAT A LOT.

THE MAIN CONCERN IS WHEN YOU'RE SLIS TAKE DONOR IS SORT OF THAT GIFT SIDE.

AND IT REALLY DEPENDS ON WHOM YOU'RE ASKING, THEIR RELATIONSHIP WITH THE ORGANIZATION, THE PURPOSE OF THE GIFT.

AND WHAT YOU KNOW OF THEIR GIVING HISTORY.

SO, AGAIN, THAT REQUEST AMOUNT WILL COME OUT OF YOUR RESEARCH, LOOK AT THEIR ACTUAL GRANT SIZE AND WORK FROM THERE.

MY HELPFUL HINTS FOR THIS IS REALLY DON'T SELL YOURSELF SHORT.

YOU KNOW, ASK FOR WHAT YOUR RESEARCH HAS SHOWN YOU THE DONOR IS CAPABLE OF GIVING.

DON'T THINK ASKING FOR LESS WILL MAKE THEM SAY YES.

PEOPLE KNOW WHAT THINGS COST SO IF YOU LOW-BALL THE PROJECT THINKING THAT WILL HELP YOU GET THE FUNDING THEY'LL BE SAYING, YOU KNOW, HOW ARE THEY GOING TO DO THIS WITH THIS LITTLE BIT OF MONEY?

SO HIT WRIT YOU THINK THEY WOULD BE ABLE TO GIVE.

IF YOU GET A NO-- AND BARBARA WILL BE DISCUSSING THIS IN HER WEBINAR ON OCTOBER 3-- BUT I WOULD LIKE TO JUST SAY USE A "WHY" TO FURTHER YOUR CONVERSATION.

ASK THE FUNDER, YOU KNOW, WELL, WHY WERE WE TURNED DOWN?

IF IT'S A GOVERNMENT AGENCY,

WHAT DID THE EVALUATOR SAY?
SO TALK TO THEM.
THEY'RE PERFECTLY HAPPY TO HELP
YOU AND FIGURE OUT WHAT WAS
WRONG.

NOW, JENNY, BEFORE I GO BACK ON
TO THE LAST SECTION DO WE HAVE
ANY MORE QUESTIONS ABOUT THIS.
I'VE SEEN THINGS POPPING UP.
I SEE ONE ABOUT FROM -- IS IT
APPROPRIATE TO APPLY AS AN
INDIVIDUAL?

MOST DON'T ACCEPT APPLICATIONS
FROM INDIVIDUALS BUT SOME DO.
IT DEPENDS ON THE FOUNDATION.
GO AHEAD.

>> WE HAVE ANOTHER QUESTION FROM
RONNIE WHO'S CURIOUS ABOUT IS
THERE FUNDING FOR SUCCESSION
PLANNING?

>> THAT WOULD BE A CAPACITY
BUILDING GRANT.

>> AND WE DID HAVE A QUESTION
ABOUT TRU-VUE, WHETHER IT WAS A
U.S. ONLY FUNDING OPPORTUNITY
AND IT DOES LOOK LIKE IT'S ONLY
U.S.

>> I BELIEVE SO.

I THINK IT'S VERY HARD FOR --
UNLESS -- FOR THE MOST PART,
AMERICAN FOUNDATIONS, GOVERNMENT
AGENCIES AND ALL THAT IT'S
PRETTY -- THEY CAN'T GIVE
OVERSEAS.

BUT FOR AMERICAN FOUNDATIONS
THEY NEED 501(C)(3) STATUS IN
ORDER TO FUND YOU.

THEY REALLY CAN'T FUND ABROAD.
THE WAY MOST ORGANIZATIONS
ABROAD HAVE GOTTEN AROUND THAT
IS SETTING UP 501(C)(3)s IN
AMERICA AND YOU USUALLY SEE
THOSE UNDER THE AMERICAN FRIENDS
-- I WORKED FOR THE AMERICAN
FRIENDS OF THE LONDON
PHILHARMONIC.

I WORKED FOR THE AMERICAN

FRIENDS OF THE GLOBE THEATER IN LONDON.

SO SOMETIMES IF THERE IS THAT CONNECTION YOU CAN DO IT.

ANOTHER WAY TO DO IT AS WELL WOULD BE GOING THROUGH WHAT'S KNOWN AS A FISCAL SPONSOR.

IF AN AMERICAN 501(C)(3) IS WILLING TO SERVE AS YOUR FISCAL SPONSOR, YOUR FISCAL CONDUIT.

SO BASICALLY THE MONEY WOULD BE GOING TO THEM AND THEN THEY WOULD BE GIVING IT TO YOU.

AGAIN, THERE ARE VARIOUS LAWS ABOUT THIS SO YOU WOULD HAVE TO HAVE THAT CONVERSATION WITH WHOMEVER YOU WANT TO ASK TO SPONSOR YOU.

BUT THAT IS ANOTHER WAY TO GO ABOUT DOING IT.

>> AND YOU GUYS KNOW OUR PROJECT HERE, OUR COURSES ARE FUNDED THROUGH THE INSTITUTE OF MUSEUM AND LIBRARY SERVICES SO WE, OF COURSE, HAVE A U.S. LINK BUT WE'LL TRY TO DO THIS TO PULL SOME OF THIS INFORMATION FROM THE CHAT BOX.

TODD HAS BEEN GREAT ABOUT PROVIDING RESOURCES FOR FOLKS IN CANADA BUT WE ARE, OF COURSE -- WE HAVE OUR U.S. SLAND.

>> I'VE SEEN A LITTLE BIT OF THAT IN THE CHAT BOX.

I'M LIKE I CAN'T TALK AND READ AT THE SAME TIME.

>> THAT'S ALL I HAVE FOR YOU RIGHT NOW, SUSAN.

>> OKAY, GREAT.

ALL RIGHT.

MY NEXT BIT IS CLOSING UP BECAUSE WE'RE RUNNING LOW ON TIME THIS IS THE PART OF THE TALK WHERE I SAY I'M THE CANARY IN THE COAL MINE AND I'M TALKING ABOUT THE NEW REALITIES OF FUND-RAISING AND THE TRENDS

COMING OUT NOW.

IT'S NOT THE SAME OLD SAME OLD.
THE FIRST THING IS STORY
TELLING.

IT'S THE NEW FUND-RAISING BUZZ
WORD.

BARBARA LILY WILL GO INTO THIS
IN HER PROPOSAL WRITING SEMINAR
IN OCTOBER 3.

I WANTED TO GIVE YOU A FEW
THOUGHTS BECAUSE IF YOU THINK IN
TERMS OF CONSERVATION IT'S HARD
TO PRESENT IT SO PEOPLE
UNDERSTAND IT.

AND APPLE BALM AND HIM STEIN
HAVE A GREAT PAGE ON THEIR WEB
SITE ABOUT DEMYSTIFYING
CONSERVATION AND THE LINK'S IN
THE RESOURCES.

SO YOU CAN LOOK FOR IT THERE.
THE REAL THING ABOUT IT IS IT'S
THE MOST SUCCESSFUL WAY OF
COMMUNICATING INFORMATION TO A
FUND RAISER IS THROUGH A STORY.
PEOPLE REACT MORE POSITIVELY TO
IT AND IT HELPS THEM COMPREHEND
IT MUCH BETTER, ESPECIALLY
THERE'S NO PREVIOUS KNOWLEDGE.
ONE OF THE THINGS IT DOES HELP
YOU DO WHEN YOU'RE DEALING WITH
CONSERVATION IS IT GETS YOU
BEYOND THE HARD DATA YOU CAN DO
A TECHNICAL CONDITION REPORT BUT
MOST PEOPLE WON'T UNDERSTAND IT.
THEY WON'T UNDERSTAND THE
CHEMISTRY.

THEY WON'T UNDERSTAND WHY THAT
SILK IS FRAGILE DUE TO LIGHT
EXPOSURE AND WHAT'S GOING ON
INSIDE THE FIBER TO MAKE THAT
HAPPEN.

INSTEAD I SAY TO PEOPLE LET'S
DESCRIBE THE ARTIFACT'S TRAVEL
THROUGH TIME TO EXPLAIN ITS
CURRENT CONDITION.

SO YOU'RE GIVING HISTORICAL
MEANING TO THE CRACKS AND LOSSES

AND IT'S MORE RELATEABLE TO
WHOEVER YOU'RE TALKING TO.
THE PROGRAM OFFICER, CONVEYING
IT TO A PANEL WHAT MAY BE
REVIEWING YOUR GRANT.
THAT SORT OF THING.
IT'S MUCH MORE EASIER.
I LIKE TELLING THE STORY ABOUT
CARTER'S GROVE IN WILLIAMSBURG.
ONE OF THE OWNERS RAN -- ROAD
HIS HORSE UP THIS MAIN STAIRCASE
HITTING THE BANISTER WITH HIS
SWORD AND THE MARKS ARE STILL
THERE.
SO SUDDENLY IT'S NOT JUST OUR
BANISTER HAS THESE MARKS IN IT.
THERE'S A REASON FOR IT AND IT'S
MUCH MORE INVIGORATING AND
EXCITING THAN HA WHAT'S
HAPPENING TO THEM.
SHARE, DON'T TELL STORIES.
YOU WANT PEOPLE TO FEEL THAT
THEY'RE PART OF THE STORY SO
MAKE IT FEEL LIKE THERE'S AN
INVITATION TO SHARE THERE.
SUBLIMINALLY OR WHATEVER THEY
FEEL LIKE THEY CAN SHARE THEIR
STORIES ABOUT PARTICULAR OBJECTS
AND THINGS IN THE COLLECTION AS
WELL.
BY GOING THIS YOU CAN ELLIS IT
IS AN EMOTIONAL RESPONSE.
SO IF YOU HAVE A BOARD MEMBER
WHO HAS A LIFE CHANGING
EXPERIENCE WITH AN ARTIFACT PUT
THAT IN YOUR PROPOSALS BECAUSE
THAT REALLY HELPS SHOW THAT
THERE'S MUCH MORE TO IT THAN
JUST "WE NEED TO TAKE CARE OF
THIS ONE THING.
TELL THE STORY OF ONE OBJECT,
NOT THE WHOLE COLLECTION, IT'S
MUCH EASIER FOR PEOPLE TO WRAP
THEIR HEADS AROUND.
MAKE SOMETHING THE SPOKESPERSON
FOR YOUR PROJECT.
I ALWAYS TELL THE STORY OF WHEN

I STARTED I ACTUALLY STARTED OUT
IN BOOKS AND I WAS WORKING AT
THE MORGAN AND I HOPED UP THIS
NON-DESCRIPT BOOK OF THE COMMON
PRAYER AND INSIDE IT WAS
SCRIBBLED "THIS IS CHARLOTTE
BRONTE'S BOOK."

SUDDENLY THAT BECAME THE
SPOKESPERSON TO WHY IT WAS
IMPORTANT TO PRESERVE THAT AS
WELL AS THE OTHER 13,000 BOOKS
IN THE ROOM.

SO THINK OF IT THAT WAY.
ANOTHER THING IN THINKING ABOUT
IS THIS IS IN THE PAST IT WAS
ALL ABOUT IMPACT AND VALUE OF A
PROJECT, ABOUT HOW MANY WERE COB
SERVED AND REHOUSED AND DISPLAYS
AND THAT NOW WE'RE LOOKING AT
COMMUNITY ECONOMIC IMPACT
OUTCOME.

WHAT IS THE VALUE OF COLLECTIONS
BEYOND THE WALLS?

I POP UP THIS QUOTE FROM THE
GIVING COMMUNITY OF MEANINGFUL
VOICE ARTICLE AND THE REFERENCE
IS IN YOUR -- THE RESOURCE LIST.
WHAT IS REALLY IS TALKING ABOUT
IS THE CHANGING ROLE OF MUSEUMS
AND THIS WE NEED TO ARTICULATE
OUR VALUE IN THE COMMUNITY MUCH
BETTER.

HOW ARE WE CONTRIBUTING TO IT?
HOW ARE WE SOLVING ITS PROBLEMS?
HOW ARE WE MAKING POSITIVE
CHANGES BEYOND THE INSTITUTION
WALLS?

BY DOING THAT YOU'RE CREATING
VALUE AND MONEY FOLLOWS VALUE.
YOU DON'T NEED MONEY TO CREATE
THE VALUE.

IF YOU HAVE VALUE MONEY WILL
COME.

HOW DO YOU THIS?

YOU NEED TO SHOW HOW YOU'RE
BENEFITING THE COMMUNITY.
IF YOU'RE A SMALL MUSEUM AND BY

CARING FOR YOUR COLLECTIONS
YOU'RE CREATING BETTER CONTENT
FOR EXHIBITIONS, BETTER HISTORIC
HOUSE INTERPRETATION AND FROM
THAT YOU CAN DEVELOP BETTER
EDUCATIONAL PROGRAMS THAT CAN
IMPROVE A SCHOOL CURRICULUM.
YOU'RE DEVELOPING SOCIAL
EXPERIENCES THAT CAN IMPROVE THE
COMMUNITY.

AND REMEMBER MUSEUMS ARE VIEWED
ALSO AS SOCIAL INSTITUTIONS.
PEOPLE ARE COMING THERE TO
CONNECT WITH OTHERS.

SO YOU CAN DO THAT TO SHOW THAT.
ANOTHER WAY YOU CAN SHOW YOUR
IMPACT IS ECONOMIC IMPACT.
THERE'S THE DIRECT BENEFITS WE
HEAR IT ALL THE TIME.

EVERY DOLLAR INVESTED IN TOURISM
GENERATES A \$51 RETURN FOR THE
PRIVATE SECTOR.

SO THERE'S MORE EMPLOYMENT
OPPORTUNITIES, BETTER TAX
REVENUES, MORE CONSUMER
SPENDING.

THEY'RE COMING TO YOU BUT GOING
TO THE RESTAURANT DOWN THE
STREET.

THEY'RE STATION AT THE HOTEL,
HAVING TO PARK AND PAY FOR
PARKING THEIR CAR.

AGAIN, GOING BACK TO THOSE
INDIRECT BENEFITS, QUALITY OF
LIFE, YOUR PROGRAMS ARE HELPING
BOLSTER THE COMMUNITY, THE
CURRICULUM AT LOCAL SCHOOLS,
YOU'RE CREATING A COMMUNITY MUCH
MORE ATTRACTIVE TO SKILLED
WORKERS AND BUSINESSES.

WHY AM I SAYING THIS?

BECAUSE ECONOMIC IMPACT IS
BECOMING THE RAISON D'ETRE FOR
THE ARTS IN THE EYES OF MANY.
THERE'S A LOT OF INFORMATION OUT
THERE AND IN THE U.K. WE'RE
HEARING A LOT OF THE

QUOTE/UNQUOTE CREATIVE ECONOMY.
AND WHAT THE FUNDERS ARE WANTING
NOW IS THEY'RE SAYING THEY WANT
TO ADDRESS BENEFITS ON A LARGER
SCALE AND PARTICULARLY ONE THAT
HELPS THE CURRENT STATE OF THE
ECONOMY YOU'LL SEE A LOT OF
INVESTMENT TERMINOLOGY WRITTEN
AND THINGS.

THIS GOES BACK TO EVEN THE
GOVERNMENT AGENCIES.

THE N.E.A. AND I.M.L.F. ARE
ABOUT JOB CREATION.

I.M.L.F. HAS IT AS PART OF THEIR
STRATEGY I CAN PLAN.

N.E.H., FOSTERING COMMUNITY
ORGANIZATION.

ON THE STATE LEVEL IN NEW YORK
STATE OUR PRESERVATION GRANTS
ARE NOW DECIDED ON BY ECONOMIC
DEVELOPMENT COUNCILS.

SO IT'S NO LONGER ABOUT SITE
SIGNIFICANCE YOU'RE PRESERVING
BUT ABOUT HOW MANY JOBS YOU'RE
CREATING.

HOW MANY STATE PLANS, WHETHER IT
BE HISTORIC PRESERVATION PLAN,
WATERSHED MANAGEMENT PLANS,
ECONOMIC IMPACT, STATE PARKS AND
A PARTICULAR COUNTY.

THEY WANT TO SEE ALL OF THAT
REFERENCED.

SO YOU NEED TO START THINKING
ABOUT THAT NOW.

ANOTHER THING THEY REALLY WANT
TO SEE IS ENGAGEMENT AND THERE'S
TWO KINDS IN THE CORNER I'VE GOT
THE ENGAGING MATTERS BLOG.

IT'S A VERY GOOD BLOG AND THE
REFERENCE IS IN YOUR RESOURCES.
AUDIENCE ENGAGEMENT IS SOMETHING
YOU'RE PROBABLY ALREADY DOING.
COMMUNITY ENGAGE SYSTEM GETTING
OUT THERE AND FINDING OUT WHAT
THE COMMUNITY NEEDS YOU TO DO.

YOU THAT BY ASKING THEM.

IT WILL HELP BOLSTER YOUR

PROJECT IMPACT.

I SEE I HAVE THREE MINUTES SO
I'M GOING TO GO REALLY QUICK
INTO EVALUATION.

THIS IS ALSO, TOO, WE'RE SEEING
MUCH MORE PEOPLE WANT REALLY
MUCH MORE SPECIFIC EVALUATION
AND DEMONSTRATIVE IMPACT SO
WHAT HAVE WE DONE TO REACH OUR
GOALS IS NOW BECOMING WHAT HAS
CHANGED AS A RESULT OF OUR WORK?
IT'S NO LONGER ABOUT MAKING
UNSTABLE ARTIFACTS STABLE, IT'S
ABOUT EXTERNAL BENEFITS.
WHAT ARE YOUR AUDIENCE
IMPROVEMENTS IN SKILLS, BEHAVIOR
ATTITUDES.

I RECOMMEND THE I.M.L.S. HAS A
SHAPING OUTCOMES COURSE.
TAKE IT BECAUSE IT DOES HELP YOU
FIGURE OUT HOW TO QUANTIFY AND
QUALIFY YOUR PROJECT RESULTS.
WAND TWO MINUTES WITH TO GO,
JENNY, DO WE HAVE ANY MORE
QUESTIONS?

>> WE DO.

WE MAY NOT GET TO THEM ALL SO I
MAY E-MAIL YOU SOME OF THESE I'M
GOING TO ASK YOU THIS BECAUSE
THIS DID COME UP ON THE LAST
WEBINAR, TOO, IF YOU HAVE A
PROJECT IN MIND AND YOU APPLY TO
MULTIPLE GRANTS, IF YOU GET BOTH
OF THOSE GRANTS DO YOU ACCEPT
THEM BOTH?

DO YOU ACCEPT ONE OF THEM
WHAT ARE THE REPERCUSSIONS OF
TAKING ONE AND THROWING OUT THE
OTHER?

>> LET ME PUT IT THIS WAY.
FOUNDATIONS DO NOT WANT TO TAKE
BACK MONEY THEY'VE AWARDED.
IT'S A PAPERWORK NIGHTMARE FOR
THEM.

SO WHAT YOU REALLY NEED TO DO IS
EITHER, A, FIGURE OUT IF THERE'S
A WAY YOU CAN EXPAND THE PROJECT

AS A RESULT OF GETTING TWO
GRANTS AND IF YOU DO, GOD BLESS
YOU, YOU'RE VERY LUCKY.
IF NOT, THE OTHER THING IS TALK
TO THE FUNDERS AND SAY WE'VE
GOTTEN MORE, WE'D LIKE TO DO
THIS AS WELL.
CAN WE USE THE FUNDING TO -- FOR
SOME OTHERS A PICKET OF THE
PROJECT,?
ING THAT'S RELATED?
IT'S REALLY ABOUT HAVING A
CONVERSATION AGAIN WITH THE
FOUNDATION OR AGENCY TO FIGURE
OUT WHAT YOU CAN DO TO BE ABLE
TO TAKE BOTH GRANTS.
LIKE I SET THEY DON'T WANT TO
HAVE TO TAKE THE MONEY BACK SO
THEY WILL WORK WITH YOU TO HELP
YOU DO THAT.
SO GOD BLESS YOU IF YOU'VE GOT
TWO GRANTS.
>> VERY LUCKY.
I'M GOING TO PULL OVER OUR GROUP
LOG IN SO OUR FOLKS WATCHING IN
A GROUP CAN LOG IN.
IT'S GREAT TO GET AN IDEA OF
WHO'S ATTENDING THESE LIVE
EVENTS.
IF YOU LOCKED IN YO W YOUR FIRST
AND LAST NIGHT DON'T WORRY, WE
HAVE IT SO WE'LL MARK YOU DOWN.
SO THIS IS ONLY FOR FOLKS
WATCHING TOGETHER MEANING ONE
PERSON HAS LOGGED IN AND A BUNCH
OF OTHER PEOPLE WHO WOULD LIKE
TOER THAN CERTIFICATE ARE
WATCHING WITH THEM.
SO WHOEVER IS CLOSEST TO THE
KEYBOARD GO AHEAD AND ENTER IN
THE PEOPLE IN YOUR GROUP NOW.
IF YOU LOGGED IN WITH YOUR FIRST
AND LAST NIGHT, COMPLETELY
IGNORE THIS CHAT BOX.
TIME IS UP SO I'LL LET YOU GUYS
LOG IN HERE AND THANK YOU ALL
FOR JOINING US OUR NEXT ONE WILL

BE -- LET ME MAKE SURE I SAY IT
CORRECTLY.
IT SHOULD BE TUESDAY, OCTOBER 1.
LET ME MAKE SURE I'M TELLING YOU
THIS CORRECTLY.
>> YES, TUESDAY, OCTOBER 1.
>> YOU'LLING INTO THE SAME PLACE
AND I HAVE ABOUT FOUR OR FIVE
QUESTIONS AND SUSAN I'LL SEND
THOSE TO YOU AND WE'LL PEST THEM
TO THE WEB SITE.
SUSAN, THANK YOU SO MUCH!
>> THANK YOU.
>> AND THANK YOU TO OUR AUDIENCE
MEMBERS.
EVERYONE TAKE CARE.