Caring for Yesterday’s Treasures – Today
Making Your Case: Writing Successful Proposals
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Define Project: Otherwise known as selection
• Don’t apply for a grant just because someone is offering money.
• Surveys and Preservation Plans

Poll Question
What experience do you have writing proposals?
• I have never written a proposal before.
• I’m in the process of writing my first proposal.
• I have written a handful of proposals.
• I have written more proposals than you can count!

Application Process
• Understand the application process – online application, letter of intent, etc.
• Understand the review and notification process.
• Make sure you have all of your ducks in a row with your institution.
• Read the application thoroughly from start to finish.

Poll Question
Do you have training and/or experience in preservation?
• Yes
• No
Before You Begin to Write
- Call the granter to discuss the project.
- Have more than one project to discuss.

Designing the Project
- Create a Plan
- Generate a Timeline
- Define Need
- Identify Costs
- Identify Outcomes
- Identify Roles

Roles and Responsibilities
- Identify staff involved in the project and their roles.
- Identify any outside vendors or consultants.
- Be clear about who is responsible for what

Using Vendors and Consultants
- Finding Vendors and Consultants
  - Qualifications
  - References
- Getting Bids
  - Get at least two so you can compare costs
  - For conservation projects you will need treatment proposals

Writing the Proposal
- Using grant writers or doing it yourself.
- Assemble a team.
- Read the application and guidelines again!
- Follow the application format.
- Understand what expenses are fundable.
- Is there a match or cost share?

Writing the Proposal
- Introduce yourself: Who are you? What is your mission? What do you collect?
- State your need in clear terms.
- Demonstrate that you are a responsible, well-run organization.
- Demonstrate that your collections are important.
- Demonstrate the long-term effects of this project.
- Don’t just say it – show it.
Questions the Team Should Ask

• Do we have a clear goal?
• Is our budget realistic?
• Is our timeline realistic?
• Can we complete this project in the time allotted?
• Are our need and story compelling?

Proofread!

• Have someone not involved in writing the proposal read it.
  – Are there typos?
  – Does it make sense?
  – Is it compelling?

Grants Management
Keeping the funder happy so they give you more $$$

• Documentation
• Reports
• Payments
• Handling problems and delays
• Site visits – turn an inspection into an opportunity

You Get Turned Down

• Ask for reviewer or panelist comments.
• Ask to discuss with grant staff.
• Make a realistic decision about reapplying.

Start All Over Again!