

## Caring for Yesterday's Treasures – Today

Making Your Case:  
Writing Successful Proposals

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Defining Your Project  
Or what comes first–  
the chicken or the egg?



### 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!

