



GRANT WRITING 101

For Creatives and Creative Businesses

Funding for this workshop made possible by Two Rivers-Ottauquechee Regional Commission (TRORC) and Cornerstone Creative Community (3CVT)

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On a scale of
sheep:

How are you
feeling about
grant writing
today?

Share in chat.





WORKSHOP OVERVIEW

About Grants: Pros & Cons

Preparing to Apply

Writing the Proposal

- BREAK -

Creating the Budget

Packaging & Submitting

Managing a Grant

How to Find Grants

Q & A



ABOUT GRANTS



PROS

- Can fund projects you couldn't otherwise
- Don't have to pay it back



CONS

- It's a long process
- It isn't "free" money
- Harder to find grants for for-profit enterprises





YOUR QUESTIONS

Answered!

1. What's the deal with for-profits working with nonprofits?
2. Will this be relevant for municipalities and nonprofit organizations?
3. How can I make my grant application stand out?
4. How do I build an application strategy?

-
-
-

PREPARING TO **APPLY**

Do I actually need a grant? Is this the right grant?

1

**Specific Project
or Need**

2

**Deadline &
Timeline**

3

**Eligibility
Rules**

4

**Alignment
of Purpose**

5

**Alignment
of Size**

-
-
-

COMMON PITFALL

Designing a project
around a grant.

Artist Development

[Home](#) > [Grants](#) > [Artists](#) > Artist Development

Artist Development Grants support Vermont artists at all stages of their careers. Grants can fund activities that enhance mastery of an artist's craft or skills or that increase the viability of an artist's business. Funding may also support aspects of the creation of new work when the activity allows the grantee to accept a rare and important opportunity.

Eligible expenses for such activities include, but are not limited to:

- advanced study of technique or practice with a mentor
- attending a professional conference to build business or artistic skills or knowledge
- contracting professional services including photographic documentation of work, contract preparation or business incorporation, creation of accounting systems, developing e-commerce on a website, creation of marketing materials, etc.
- marketing, planning, purchasing some materials, or renting studio space (outside of your own home) to create new exhibitions or performances
- travel within the United States

For examples of previously funded projects, see our list of [FY2022 grantees](#).

New Funding

Thanks to the generous support of an anonymous donor, we are able to increase the maximum grant amount this year to \$2,000.

Accessibility



The Council accepts grant applications via an online form. If you require an alternate format or assistance to access the application, please contact the grant program manager listed above or Michele Bailey, accessibility coordinator by [email](#) or at 802.402.4614. Voice and relay calls welcome.

GRANT CONTACT

Have a question that wasn't answered in the guidelines and materials below? Contact:



Dominique Gustin
802.402.4602

dgustin@vermontartscouncil.org

APPLICATION AND DEADLINE

FY23 application coming July 2022

GUIDELINES AND MATERIALS

[FY22 guidelines \(past round\)](#)

FY23 guidelines coming July 2022

[Tips and Tutorials](#)

GRANTSEEKER WORKSHOPS

TBA

OPEN OFFICE HOURS

No open office hours currently.

PREPARING TO **APPLY:**

Build Rapport

1

Request a chat with grant officer

2

Pitch your project idea or need

3

Ask for feedback & make note

4

Ask how decisions are made

5

Ask if willing to review a draft



GRANT APPLICATION

General Guidelines

1

Follow
instructions

2

Answer
questions

3

Use their
language

4

Use common
language

This is a list of the questions you will be expected to answer and the materials you will need to prepare.

Character limits, when applicable, include spaces and are listed in parentheses. All information must be submitted through the Council's [online granting system](#).

Applicant Information

1. First name

GRANT NARRATIVE

Getting Started

1. **Who:** You/your business
2. **What:** What activities will you use the money for?
3. **When:** Timeline of the project
4. **Where:** Where you/your business is located or where the impact will be
5. **Why:** What's the need and what will the impact be on you and/or those you serve?

GRANT NARRATIVE

The Summary

1 + 2 + 3 + 4 + 5
Who? What? When? Where? Why?

Project Information

1. Describe your project in one sentence. "Grant funds will be used to..." (80)
Be brief. This is the language for your contract (if you receive a grant). You'll

220
CHARACTERS

"Grant funds will be used to expand _____'s (person/business name) studio space by January 2023 so that up to three more sculptors in the Two Rivers region can access affordable studio space and expand their businesses."

GRANT NARRATIVE

The Summary

1 + 2 + 3 + 4 + 5
Who? What? When? Where? Why?

Project Information

1. Describe your project in one sentence. "Grant funds will be used to..." (80)
Be brief. This is the language for your contract (if you receive a grant). You'll

61 CHARACTERS



"Grant funds will be used to expand our existing studio space."

GRANT NARRATIVE

The Need

1. What issue(s) will be addressed?
2. Why is this important?
3. Who will benefit?
4. Why now?

PRO TIP: **USE DATA**

Ex.: One-third of Vermonters working in the creative sector rely on income from creative pursuits for their basic needs. ([Source](#))

COMMON PITFALL

Not demonstrating history of success or potential.

GRANT NARRATIVE

Strategies | Activities

- These are the actual action items involved with the project.
- Sometimes these are called “activities”.
- Sometimes a timeline is included, sometimes it’s separate.
- This is where you get specific about what activities will take place when and for how long.
- You can use a bulleted list or table.

GRANT NARRATIVE

Impact

Impact = What does success look like?

- Start with yourself/your business
- Include impact on your peers, customers, staff - those directly impacted by/benefitting from the project
- End with impact on your community at large - your town, your region, Vermont or the world??

GRANT NARRATIVE

SMART Goals

S + **M** + **A** + **R** + **T**
Specific Measureable Attainable Relevant Time-bound

Examples of NOT SMART goals:

- “Improve the quality of life of artists and creatives doing business in Vermont.”
- “Make it easier for videographers to make a living.”
- “Change the way women view themselves.”

GRANT NARRATIVE

SMART Goals

S + **M** + **A** + **R** + **T**
Specific Measureable Attainable Relevant Time-bound

Examples of SMARTer goals:

- Decrease time spent on administrative tasks by 20% by January 2023.
- Add two outdoor, daytime performances to the 2023 Two-Rivers tour at a flat family rate.
- Increase online sales at least 10% by December 2023.

GRANT NARRATIVE

Evaluation

What are the metrics you will track?

- Sales # or \$
- Ratings
- Satisfaction
- Participation
- Views/visits


What tools will you use to track them?

- POS or other sales report
- Review solicitation
- Survey
- Registration form
- Sign-in sheet, RSVP form



BREAK!

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Self-Published Book Budget

[Your name/business name]

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Grant request covers the total cost of the project.

Income	Total	Status
Vermont Arts Council (VAC)	\$ 2,500.00	Pending
Individual Donations	\$ 500.00	Secured
In-kind Writing	\$ 4,000.00	Secured
Total Income	\$ 7,000.00	

Expense	Total	VAC	Match	Notes
Labor - Writing, admin	\$ 4,000.00	\$ 1,000.00	\$ 3,000.00	80 hours @ \$50/hr
Publishing fees	\$ 500.00	\$ 250.00	\$ 250.00	
Materials	\$ 1,500.00	\$ 500.00	\$ 1,000.00	
Marketing	\$ 1,000.00	\$ 750.00	\$ 250.00	
Total Expenses	\$ 7,000.00	\$ 2,500.00	\$ 4,500.00	

SUPPORTING MATERIALS

Some grant programs will require or invite you to submit:

- Letters of support
- Resume
- Portfolio
- Profit & Loss (P&L) Statement
- Something else

COMMON PITFALL

Sending materials that
aren't required or invited.

TIME TO **SUBMIT!**

- Give it a descriptive title & file name
- Proofread, then have others proofread
- If welcomed, send a draft for officer review at least a week ahead of time
- Confirm the format and channel for submission (i.e., PDF attachment to email, online portal, print and mail?)

COMMON **PITFALL**

Waiting until the last minute.

GRANT MANAGEMENT

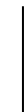
- Follow up to thank the funder
- Add reporting deadlines to calendar
- Document use of funds – spreadsheet, file folder, pen & paper, accounting software—whatever system works best for you
- Track measurables according to your evaluation plan
- If your project changes or you can't follow through, contact the grant officer and ask for advice

FINDING GRANTS

- Signup for email newsletters and listservs
- Keep an eye out for the right language
- Networking & events
- New this year: ARPA funds




YOUR **QUESTIONS**





THE END!

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