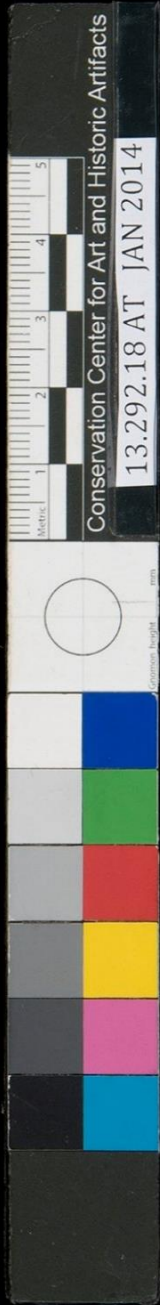


FUNDRAISING FOR COLLECTIONS



PRESENTER

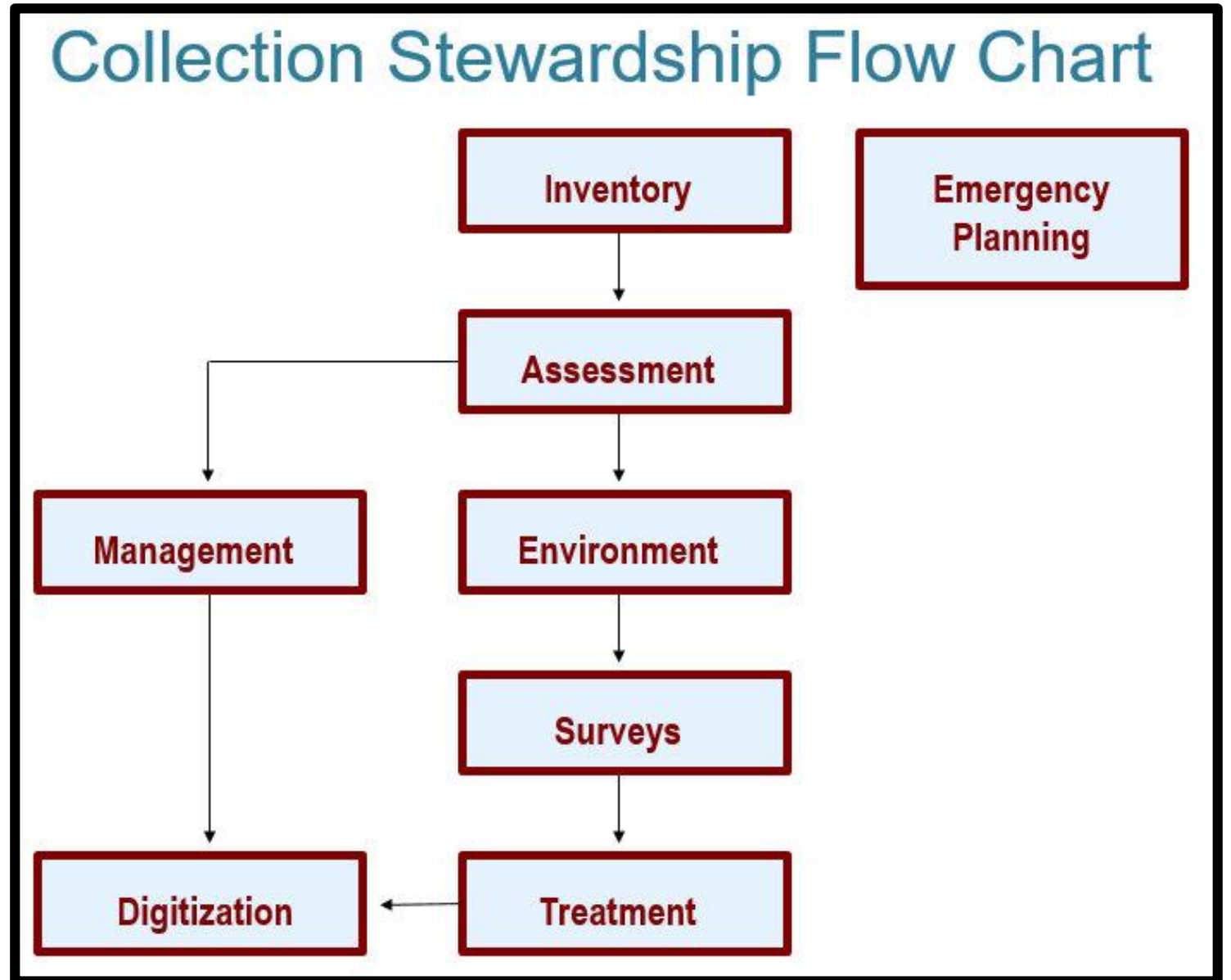
Lee Price

Director of Development

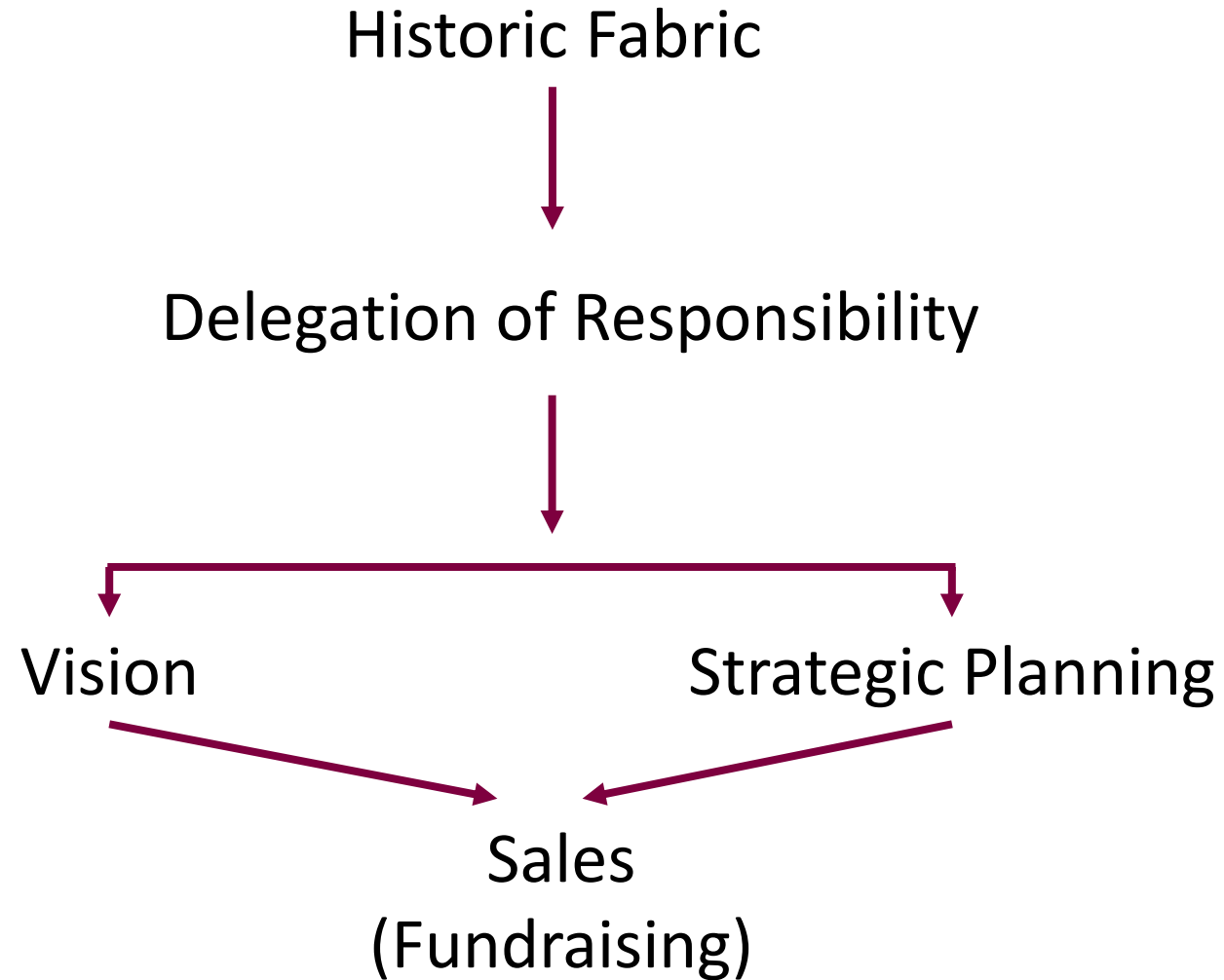
Conservation Center for Art & Historic Artifacts

Images courtesy Conservation Center for
Art & Historic Artifacts.

THE IDEAL PROCESS



BIG PICTURE FUNDRAISING

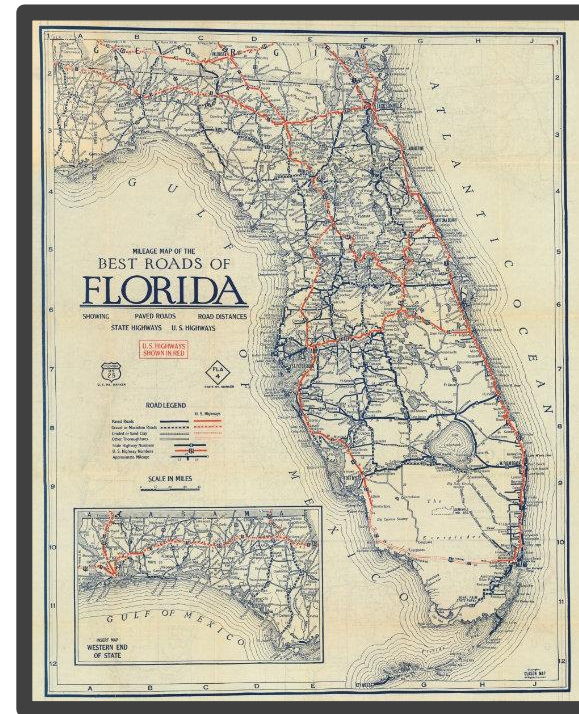


Fundraising as sales

YOUR SALES PROSPECTS:

Internal: Administrative Staff,
Board of Directors

External: Visitors, Peers,
People with Shared Interests,
People who Want to Reach
Your Constituency, People who
Care About Your Goals

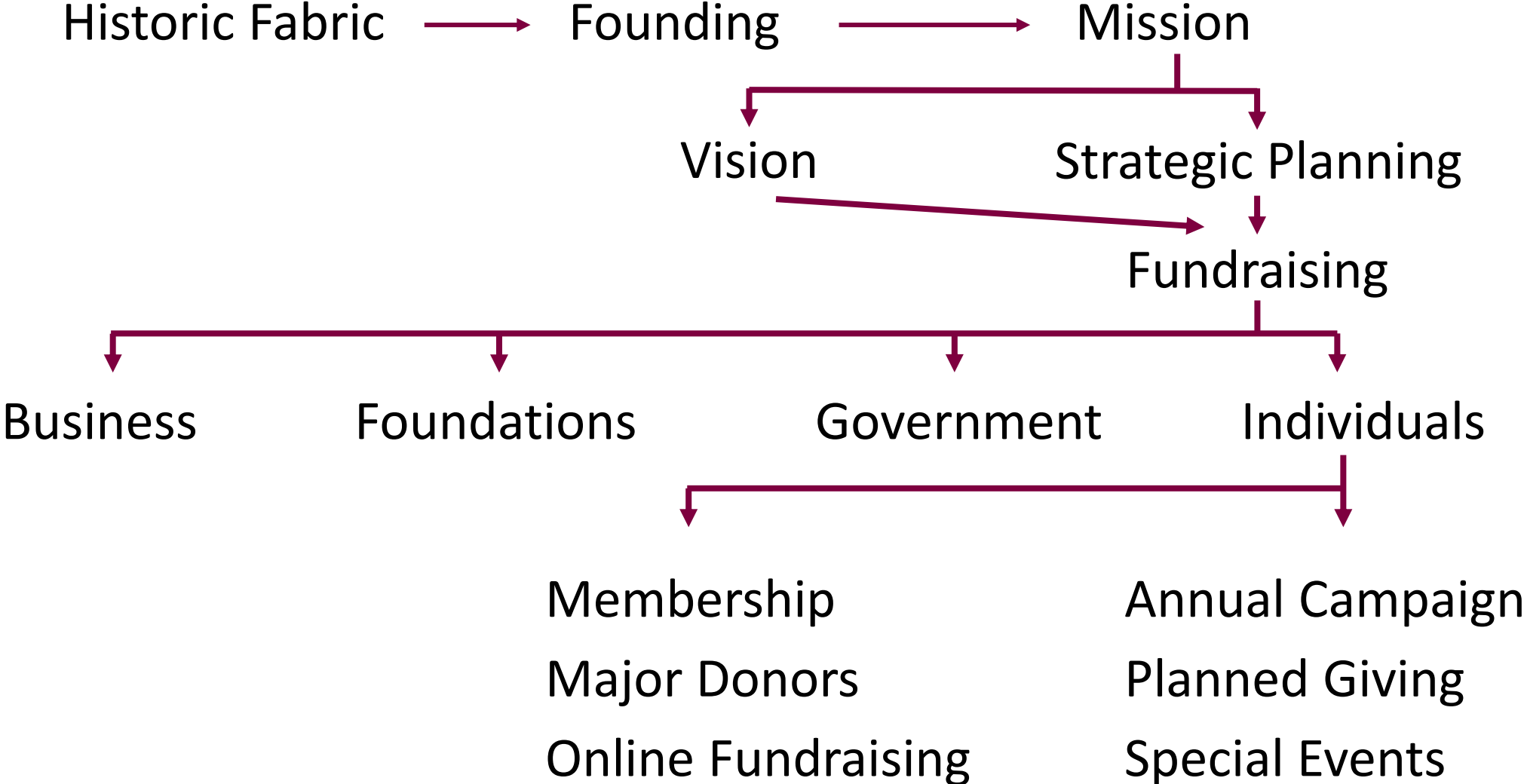


Clason's Guide Map of Florida, c. 1927, public domain, image courtesy Florida Memory, State Library of Florida, Florida Map Collection.

FUNDRAISING AS SALES: INTERNAL ADVOCACY

- Dream big
- Do the research/
Shape the narrative
- Identify the
decision makers
- Learn their needs
- Share your vision
- Be generous/Be prepared
- Frame the ask as a win-win situation

BIG PICTURE FUNDRAISING

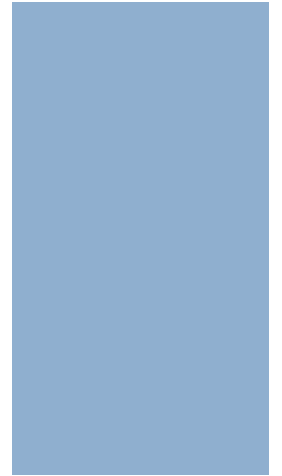


STEWARDSHIP NEEDS

- Inventory
- Emergency planning
- Assessments
- Collection management
- Environment
- Conservation surveys
- Treatment
- Digitization

FUNDING SOURCES

- ~~Individuals~~
- ~~Businesses & Corporations~~
- ~~Online Fundraising~~
- Special Events **Maybe sometimes**
- Internal Sources **Yes**
- Private Foundations **Yes!**
- Government Funders **Yes!!!**



FEDERAL REGISTRATION PROCEDURES

SAM and Grants.Gov

- DUNS number required: To acquire a DUNS number, call 1-866-705-5711 or go to www.dnb.com/us.
- Register with System for Award Management (SAM).
www.sam.gov/portal/public/SAM/
- Register with Grants.Gov.
Allow at least two weeks for registration process.
www.grants.gov/applicants/get_registered.jsp
For assistance, call 1-800-518-4726
- Update your passwords;
keep registrations up-to-date.

THE MAJOR FUNDERS

- Institute of Museum and Library Services (IMLS)
- The National Endowment for the Humanities (NEH)
- National Archives & Records Administration (NARA)
- Save America's Treasures
- The National Endowment for the Arts (NEA)
- Council on Library and Information Resources (CLIR)
- State sources

Crafting the Grant Proposal

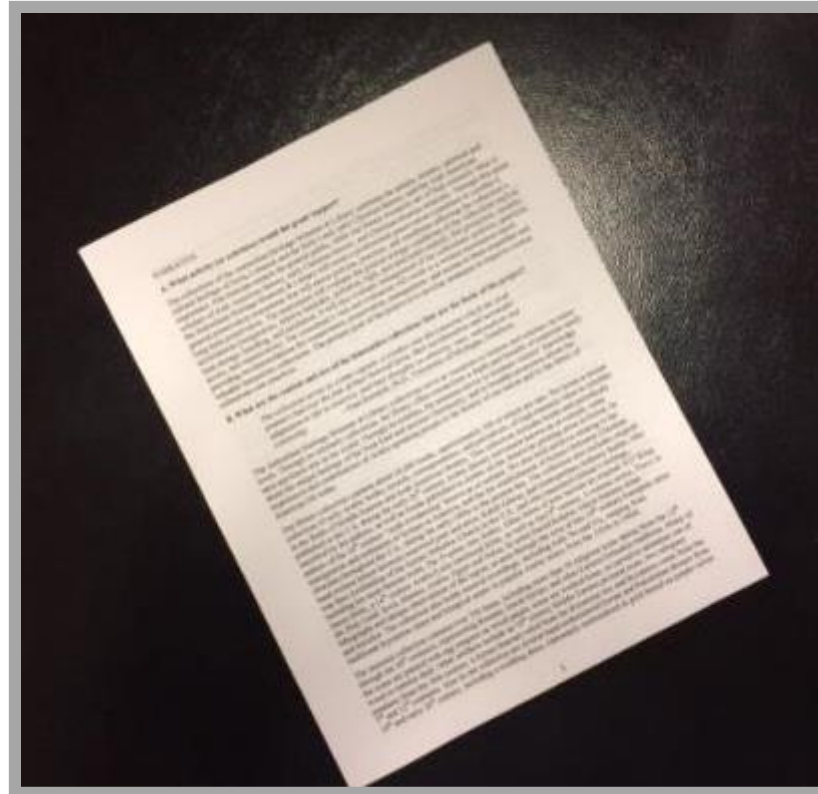
NEH Preservation Assistance Grants (PAG)

- Source for needs assessment surveys, preservation plans, disaster preparedness, small environmental improvements, housing and storage equipment, and collection-level surveys.
- Mid-January deadline
- Eligible: Small to medium-size organizations with humanities significance
- Grant size: Up to \$10,000 for regular applications; “A More Perfect Union” special category up to \$15,000; no match required
- Contact: 1-800-NEH-1121 or <http://www.neh.fed.us>

Crafting the Grant Proposal

Basic Aesthetic Choices

- Times New Roman, 12 point
- Space between paragraphs
- Ragged right
- Bold their questions



Questions A through H



- A.** What activity (or activities) would the grant support?
- B.** What are the content and size of the humanities collections that are the focus of the project?
- C.** How are these humanities collections used?
- D.** What is the nature and mission of your institution?
- E.** Has your institution ever had a preservation or conservation assessment or consultation?
- F.** What is the importance of this project to your institution?
- G.** What are the names and qualifications of the consultants and staff involved in the project?
- H.** What is the work plan for the project?

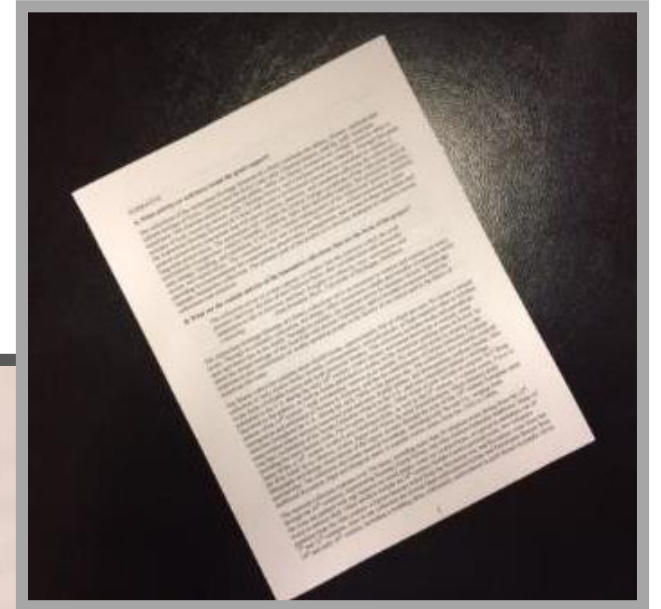
Crafting the Grant Proposal

Question A

NARRATIVE

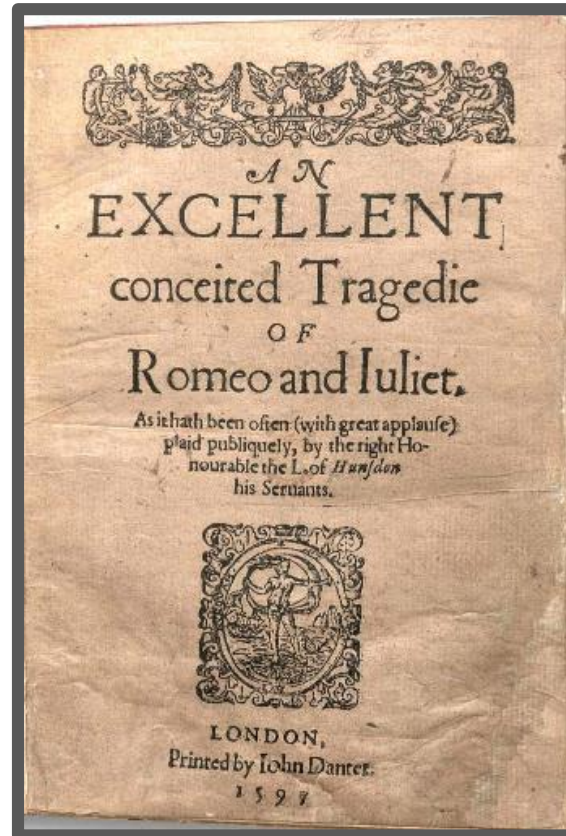
A. What activity (or activities) would the grant support?

The collections of the Antiochian Heritage Museum & Library of the cultural heritage of Syria, Lebanon and the Holy Land, early Christian experience. Our museum attracts the general public, while our scholars of Arab American history, early Christian history, and Antiochian Heritage Museum & Library will retain a pr



Crafting the Grant Proposal

Intro to Classic Journalism



“Two houses,
both alike in
dignity,
in fair Verona,
where we lay
our scene...”

Crafting the Grant Proposal

The Laundry List

- General preservation assessments
- Consultations with preservation professionals to address a specific preservation issue, need, or problem (including development of disaster preparedness and response plans)
- Purchase of storage furniture and preservation supplies
- Purchase of environmental monitoring equipment for humanities collections
- Education and training



12th Street Looking East, Miami, FL. Public domain, courtesy Florida Memory, Postcard Collection.

Crafting the Grant Proposal

Question B: The Heart of the Narrative

- B. What are the content and size of the humanities collections that are the focus of the project?**

really means...

- B. Please share your love of your collections with us.**

Crafting the Grant Proposal

Question B

- Identify the categories of materials and indicate, where pertinent, the date ranges, quantities, and intellectual content.
- Highlight specific examples of important items in the collection.

Crafting the Grant Proposal

THE
FINE ART
OF
NAME
DROPPING



Portrait of Ernest Hemingway with Sailfish –
Key West, Florida.
Public Domain.
Image courtesy Florida Memory, Print Collections.

Crafting the Grant Proposal

The Rest...

D. What is the nature and mission of your institution?

*Through its resources and exhibits, the Antiochian Heritage
public the artistic, cultural, literary and spiritual heritage
thereby seeking to increase knowledge and understanding
and history, and to increase awareness of the unique co
nd to the world at large.*

Crafting the Grant Proposal

More of the Rest...

E. Has your institution ever had a preservation or conservation assessment or consultatio

No.

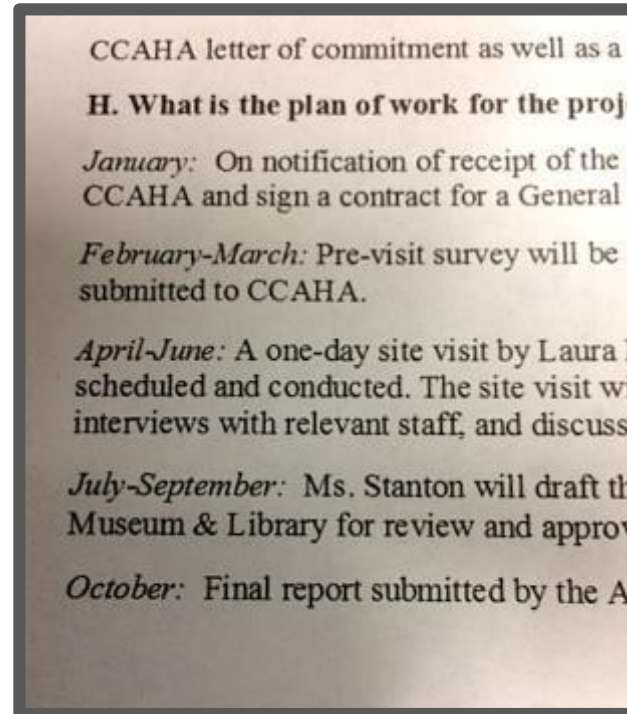
No.

No, we have never received a
general preservation assessment.

Crafting the Grant Proposal

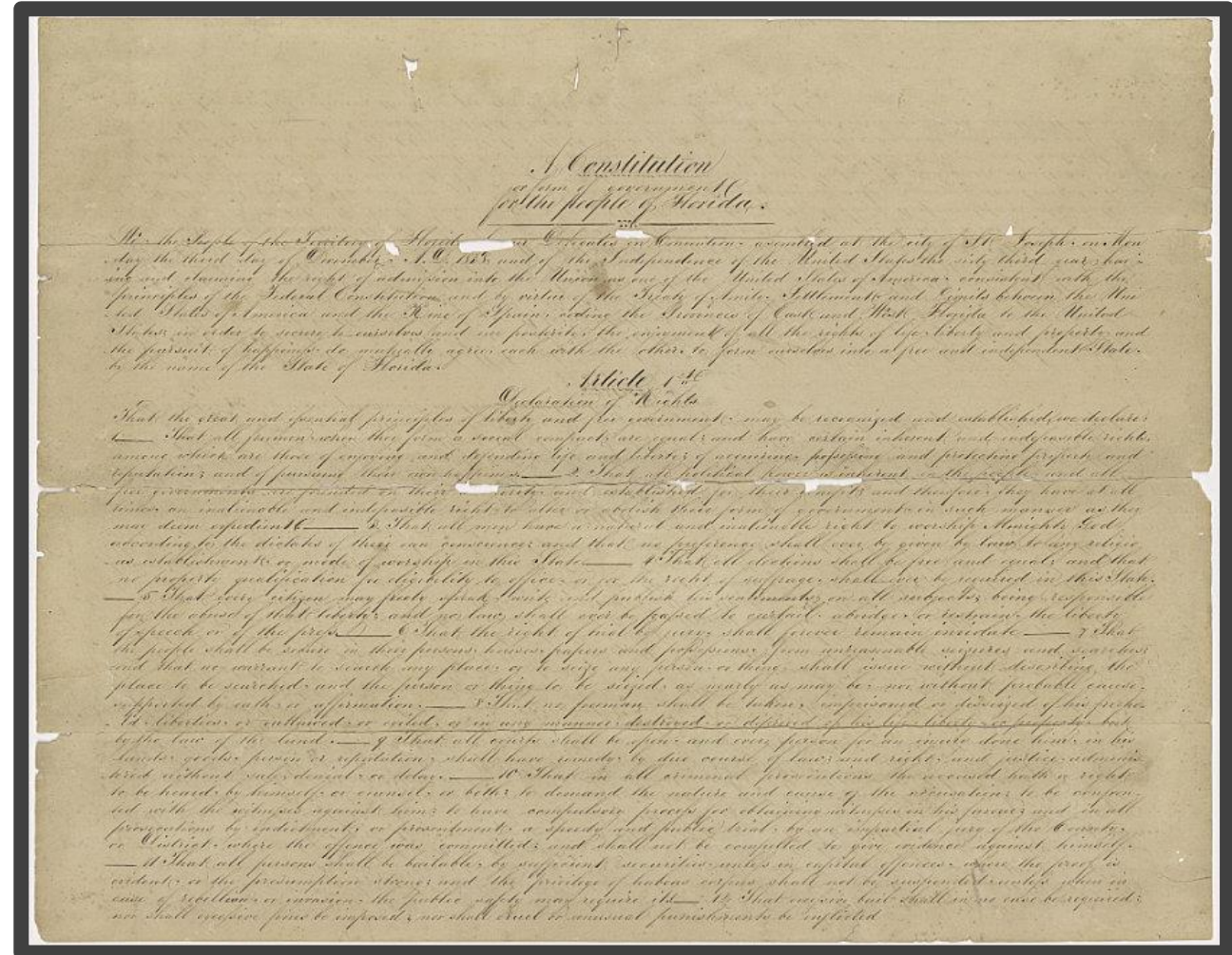
The Last Three...

- F. What is the importance of this project to your institution?**
- G. What are the names and qualifications of the consultants and staff involved in the project?**
- H. What is the plan of work for the project?**



Crafting the Grant Proposal

CELEBRATING
THE
SUCCESSFUL
NARRATIVE



Constitution of the State of Florida, 1838. Public domain, courtesy Florida Memory, Historical Records.

Questions?

Webinar Presenter

Lee Price

Director of Development

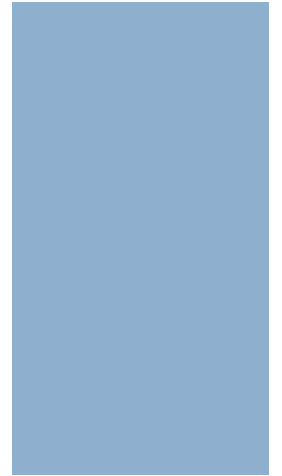
Conservation Center for Art & Historic Artifacts

Email: lprice@ccaha.org



FUNDERS

- Assessments and Emergency Plans: NEH Preservation Assistance Grants (PAG), IMLS CAP grants
- Collection management: NEH PAG, NEH Humanities Collections and Reference Resources (HCRR), IMLS Inspire!, IMLS Museums for America
- Environment: NEH PAG, NEH Sustaining Cultural Heritage Collections, IMLS Museums for America, IMLS Inspire!
- Conservation surveys: NEH PAG, NEH HCRR, IMLS Museums for America, IMLS Inspire!
- Treatment: NEH HCRR, IMLS Museums for America, IMLS Inspire!, Save America's Treasures, NEA Grants for Arts Projects
- Digitization: NEH HCRR, IMLS Museums for America, IMLS Inspire!, Save America's Treasures, CLIR Digitizing grants



IMLS Collections Assessment for Preservation (CAP) Program



- Source for needs assessment surveys.
- Accepts applications November through February 1.
- Only for small to medium-sized museums.
- Reviewed by Foundation of the American Institute for Conservation (FAIC) and IMLS
- Technically, a program and not a grant
- More Information: www.ims.gov/grants/available/collections-assessment-preservation-program

NEH Preservation Assistance Grants (PAG) for Smaller Institutions

- Source for needs assessment surveys, preservation plans, disaster preparedness, small environmental improvements, housing and storage equipment, and collection-level surveys.
- Mid-January deadline
- Eligible: Small to medium-size organizations
- Grant size: Up to \$10,000 for regular applications; “A More Perfect Union” special category up to \$15,000; no match required
- Contact: 1-800-NEH-1121 or <https://www.neh.gov/grants/preservation/preservation-assistance-grants-smaller-institutions>

NEH Humanities Collections and Reference Resources (HCRR)



- Source for increased accessibility to collections through cataloging, treatment, and/or digitization.
- Mid-July deadline
- Eligibility: Collections with humanities significance
- Grant size: HCRR Foundations projects for planning up to \$50,000 with minor cost share; Implementation project up to \$350,000 with cost share
- More information: www.neh.gov/grants/preservation/humanities-collections-and-reference-resources

IMLS Inspire! Grants for Small Museums

- Collection Stewardship and Public Access subcategory
- Source for assessments, emergency planning, collections management, collection surveys, treatment, housing, and digitization.
- Mid-November deadline
- Eligibility: Must be classified as museum and be arguably small
- Apply for up to \$50,000; no match required
- More information: www.imls.gov/grants/available/inspire-grants-small-museums

IMLS Museums for America



- Collection Stewardship and Public Access subcategory
- Source for assessments, emergency planning, collections management, collection surveys, treatment, housing, and digitization.
- Mid-November deadline
- Eligibility: All eligible museums
- Apply for up to \$250,000; 1:1 match required
- More information: www.imls.gov/grants/available/museums-america

NEH Sustaining Cultural Heritage Grants

- Source for major capital improvements to create appropriate environmental conditions for collections.
- Late January deadline
- Eligibility: Collections with humanities significance
- Grant size: Planning grants up to \$50,000 with minor cost share; Implementation projects up to \$350,000 with some cost share
- More information: www.neh.gov/grants/preservation/sustaining-cultural-heritage-collections

Save America's Treasures



- Source for treatment and digitization
- Deadline: TBA
- Eligibility: National significance
- Collaboration between National Park Service, NEH, NEA, and IMLS
- Grant size: Collections projects up to \$500,000; 1:1 match required
- More information: www.nps.gov/preservation-grants/sat/

NEA Grants for Arts Projects: Museums

- Source for collections management, reinstallation of collections, and conservation of artworks
- Museums discipline
- February and July deadlines
- Eligible projects must have an American arts component; regional/cultural diversity a plus
- Grant size: \$10,000 - 100,000; 1:1 match required
- More information: www.arts.gov/grants-organizations/gap/museums

CLIR Digitizing Hidden Special Collections & Archives

- There may not be a round in 2021 – still waiting on final word
- Source for digitization projects.
- Late March deadline for initial proposal; two-step process
- Collaborative projects are popular.
- Grant size: Up to \$250,000 for a single institution; up to \$500,000 for a collaborative project; no cost share required
- More information: <https://www.clir.org/hiddencollections/>

Crafting the Grant Proposal

FROM THE FUNDER'S PERSPECTIVE

1. Why is this project appropriate for our funding source?
2. Does this project naturally emerge from a thoughtful planning process?
3. Are you the appropriate organization to do this project?
4. Why this project at this time?
5. Is this project an appropriate use of the organization's time and resources?

Crafting the Grant Proposal

FROM THE FUNDER'S PERSPECTIVE, Cont.

6. Is this organization fully committed to making this project a success?
7. Is the organization working with the people best qualified to implement the project?
8. How will the project ultimately be accessible to its natural target audiences?
9. Will the end result of the project have a lasting impact?
10. Will this grant be a credit to the funder?

Crafting the Grant Proposal

Grant Writing Tips

1. Read the guidelines carefully.
2. Learn their language.
3. Contact a grant officer.
4. No creativity with formats.
5. Make it urgent.
6. Tell stories.
7. Impose on friends.

Baby Alligator with Adult.
Public Domain.
Image courtesy
FloridaMemory,
DER Glass Lantern Slides.

