



# The Art of Grant Writing



# Grant Writing Resources

- Staff
  - Workshops
  - One on one application review (by appointment)
- Guide to Grants
- Zoom Grants
  - Online Tutorials
- Weekly tips – Facebook, Twitter, and Art202 Blog



# What are the grants we offer?

<b>GRANT PROGRAM &amp; DESCRIPTION</b>	<b>MAXIMUM AWARD</b>	<b>REQUIRED MATCH</b>
<b>Art Education Program (AEP)</b> <i>[2 grant apps]</i>	\$30,000 – Organizations \$10,000 – Individuals	Organizations – 1:1 Individuals – None
<b>Community Arts Grant (CAG)</b>	\$10,000 – Organizations and Individuals	Organizations – 1:1 Individuals – None
<b>Cultural Facilities Projects (CFP)</b>	\$100,000 – Organizations	Organizations – 1:1
<b>Individual Artist Grant (IAG)</b>	\$5,000 - Individuals	None
<b>East of the River (EOR)</b>	\$25,000 – Organizations	None
<b>Festivals and City Arts Projects (FCAP)</b> <i>[2 grant apps]</i>	\$50,000 – Organizations	Organizations – 1:1
<b>Grants-In-Aid (GIA)</b>	\$50,000 – Organizations	Organizations – 1:1
<b>Public Art Building Communities (PABC)</b> <i>[2 grant apps]</i>	\$100,000 – Organizations \$50,000 – Individuals	Organizations – 1:1 Individuals – None
<b>UPSTART (UPS)</b>	\$100,000 – Organizations (average amt \$50,000)	Up to 30% of total award



# When are the grant deadlines?

GRANT PROGRAM & DESCRIPTION	DEADLINE
Art Education Program (AEP)	8/23/2011
Community Arts Grant (CAG)	8/25/2011
Cultural Facilities Projects (CFP)	8/31/2011
Individual Artist Grant (IAG)	8/29/2011
East of the River (EOR)	9/1/2011
Festivals and City Arts Projects (FCAP)	8/26/2011
Grants-In-Aid (GIA)	8/30/2011
Public Art Building Communities (PABC)	Rolling (Contact Deirdre Ehlen for more information)
UPSTART (UPS)	8/24/2011



## How to find more information

- Visit our website: [dcarts.dc.gov](http://dcarts.dc.gov)
- Select “Grants” from the left-hand menu
- Select “Getting Started”
- For more information about Zoom Grants, there are Step by Step Instructions in the Guide to Grants and on our website.



## How to start the application process

- Use the DCCAHA website to create a unique login through Zoom Grants.
- Free to use
- One time registration
- 100% of online application materials will be submitted online by 11:59 PM on the deadline date

**DCCAHA will not accept mailed, emailed or hand-delivered copies of grant applications.**



# The Art of Grant Writing

## Program Goals

- Access
- Sustainability
- Creative Economy

## Scoring Criteria

- Artistic Content
- Community Engagement and Impact
- Organizational Sustainability and Capacity



# The Art of Grant Writing

Tips for the tackling the application questions:

## **BE CLEAR AND CONCISE – Stick to the point**

- Identify the key elements of your grant request and align them with the grant program's goals and priorities

(Don't just write about why your project is so great; explain why it merits consideration under this particular program)

## **BE CLEAR AND CONCISE - Avoid vague, flowery language**

- Sweeping and un-cited value statements do not speak to the artistic merit of your program or project

(You may not be the “only performing arts organization teaching dance to high school students in DC,” but there is something that makes you special – tell us!)



# The Art of Grant Writing

## **FOCUS ON THE DETAILS – Writing Approach**

- Use the fifth grade essay writing approach: Who, What, Where, When, Why and How.

(If details have not been confirmed, note potential dates/locations, etc., and describe efforts to secure them. Demonstrate to the panel that action is being taken)

## **FOCUS ON THE DETAILS – Cite specific data**

- Back up your information with hard data. Use numbers to support the need of your grant request

(For example, cite the number of audience members for past projects. Find demographic information for residents in Neighborhood Info DC)



## Work Samples

There is a difference between **Supporting Materials** and the **Work Sample**.

**Supporting Materials** are documents like newspaper profiles, postcards, brochures, etc., which reflect your outreach and presence in the arts community. They affect the Community Impact and Engagement score.

**Work Samples** should revolve entirely around the artistic content of the applicant and/or applicant's project. They affect the Artistic Content score.



# Work Samples

## **Keep It Relative and Relevant**

Your work sample should be as closely related to the proposed project as possible.

- Submit photos/videos from projects from the past two years;
- Include the work of the artists already selected for the project, if possible;
- Submit work that reflects the grant request's discipline
  - For example, multidisciplinary organizations producing a dance festival should submit recordings of dance



# Work Samples

## **Consider the Source**

Tailor the work sample appropriately to the grant program to which you are applying

- Arts Education Program work samples should include both the teaching artists' and the students' work and, where feasible, show the artists interacting with students;
- Grants-In-Aid and UPSTART work samples should cover the range of the organization's activities - they should not be confined to a particular project



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# Common Mistakes

## **If You Build It, They Will Come**

- **DO NOT** use crowd shots as a Festivals and City Arts Projects work sample.

It shows only the popularity of the festival or project. The project is judged by its artistic content, so the work sample must reflect the arts involved in the event, not the popularity. Instead, try highlighting the artist(s) directly engaging the community.

## **An Oldie...Not a Goodie**

- **DO NOT** send outdated work samples. Work sample must be no more than two (2) years old. Otherwise, the application may be deemed ineligible.

Even if your specialty is a traditional art, update your work sample. This provides the review panel with a fresh and accurate view of your artistic content and skills.



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# Common Mistakes

## And Now It's Time for Dance

- **DO NOT** submit stills from a dance performance.

You like to move...and we like to see it! Submit a video of your performance for a high impact Work Sample

## Montages

- **DO NOT** submit a video montage of dance performances set to a single piece of music.

To evaluate the artistic content of a dance application, panelists need to be able to get a sense of how the choreography relates to the music. The movement and music must be in sync for their understanding!



## And Lastly....

On a positive note...

**Show Us What You Got!**

**We know that DC arts organizations are amazing.** Submit your very best work.

Panelists should not have to search for proof of your quality arts experience, and don't assume that they know who you are. Your Work Samples are an opportunity to shine!

# Questions?

## Office Hours

Monday-Friday, 9 am to 5:30 pm

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Washington, DC 20009

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## DC COMMISSION ON THE ARTS AND HUMANITIES

The Mission of DCCAH is to provide grants, programs and education activities that encourage diverse artistic expressions and learning opportunities so that all District of Columbia residents and visitors can experience the rich culture of our city.