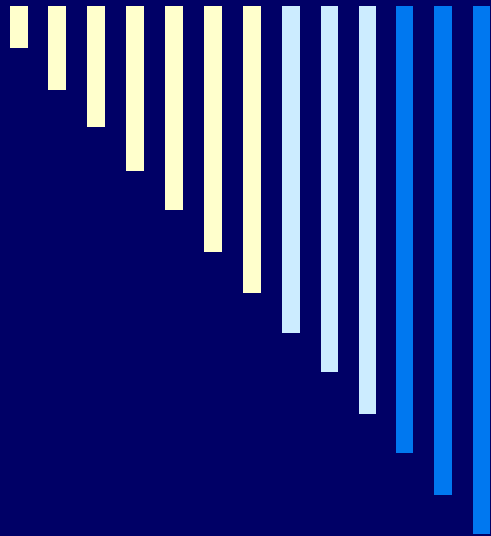


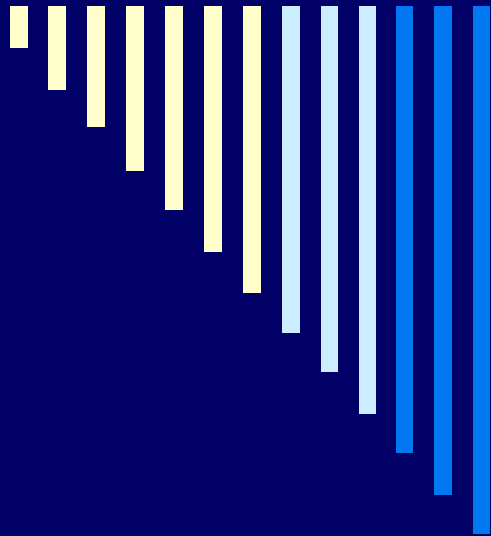
Fund-raising 101: Tips on Grant Writing and Winning over Corporate Sponsors

**Mary Anne Marjamaa
And
Jan Meadows**



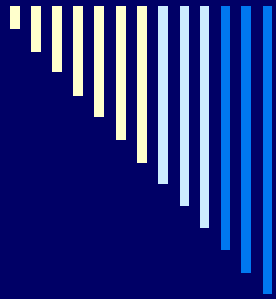
Mary Anne Marjamaa

**St. Louis County Library
Outreach Services Manager
1640 S. Lindbergh Blvd.
St. Louis, MO 63131
314-994-3300 ext. 256
mmarjamaa@slcl.org**



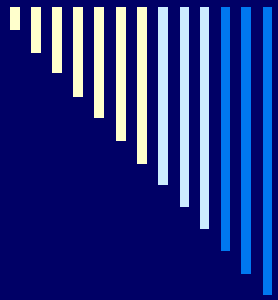
Jan Meadows

**Pikes Peak Library District
Mobile Library Services Coordinator
P.O. Box 1579
Colorado Springs, CO 80901-1579
719-531-6333 ext. 2312
jmeadows@ppld.org**



Grant Application Dos and Don'ts

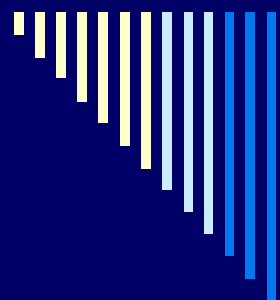
- ❑ Do read the entire grant packet before starting
- ❑ Do ask the program officer for clarification if needed
- ❑ Do exactly as the instructions say – font size, space limits
- ❑ Don't add extra pages, write on the back, go out of the margins unless it is allowed
- ❑ Do clearly label any attachments
- ❑ Do answer the question – be complete but precise
- ❑ Don't ramble on or add information they didn't ask for
- ❑ Do get it in on time – 1 minute after the deadline is too late
- ❑ Don't structure the evaluation piece in such a way that you can't meet the criteria – keep a check list!
- ❑ Do make sure “recognition” details are doable for your library and the grantor.



Grant Application Dos and Don'ts

Do be careful what you ask for!

Do you have the staff time to administer the grant?



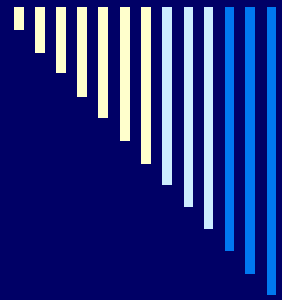
Doing the Research

- Read info on grant writing
- Web searches for possible grants or gifts
- Formal grant research
- Insider tips – who do you know that can get you to the right person
- Finding like minded people



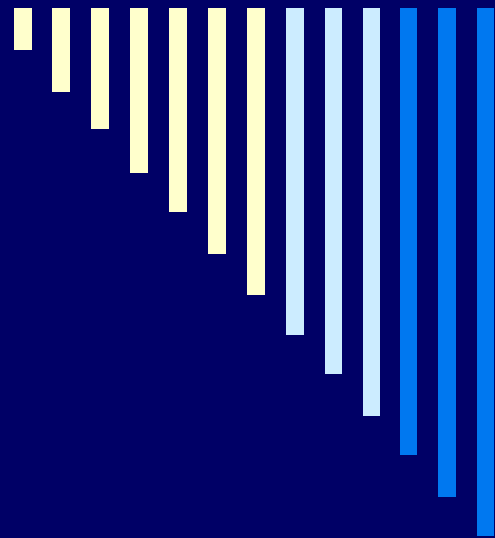
Finding the Money -Traditional

- ❑ Library Service and Technology Act
LSTA
 - ❑ The Foundation 1000
 - ❑ Foundation Directory Online
 - ❑ National Directory of Corporate Giving
 - ❑ Grant Select -- on line
-



Finding the Money : Non-traditional

- Networking
 - Persistence
 - Fear of rejection
 - Cold calls
 - Asking for money
 - Asking for non-monetary donations
-



Making it easy for
charitable giving.

Foundations, Friends and 501.c3



Corporate Sponsorship

- The Charitable Arm
- Limited Grants
- Formal grant process
- Formal outcomes and final reports
- Hard to break into
- Long wait
- The Marketing Arm
- More advertizing \$\$
- Contract
- Long term relationships – parades and openings
- Possible Partnerships
- Possible quick \$\$\$



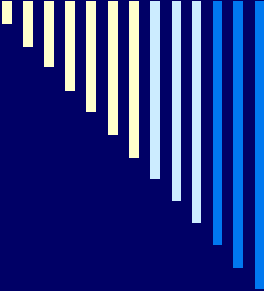
Making Giving Appealing - a Marketing Approach

- ❑ Rolling Billboard – how much does a stationary billboard cost?
 - ❑ How many miles through the community – the wrap can be customized.
 - ❑ Children’s Literacy and Senior Service are appealing causes.
 - ❑ Finding new businesses in your community who might be looking for a different marketing approach.
 - ❑ Look for big event sponsors
-

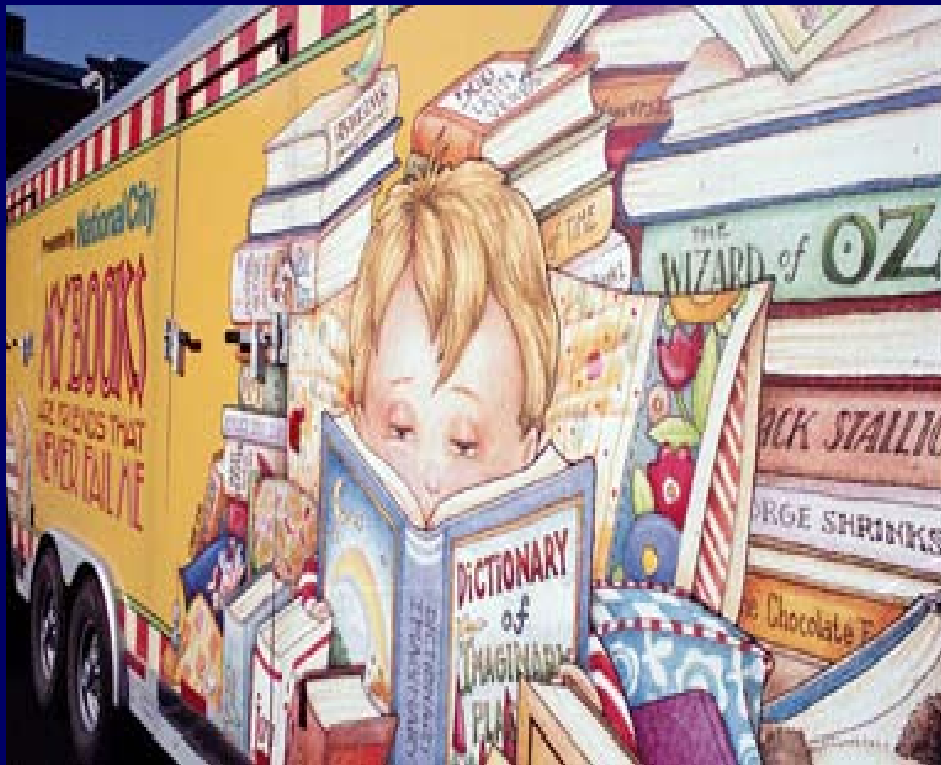


Non-Monetary Gifts

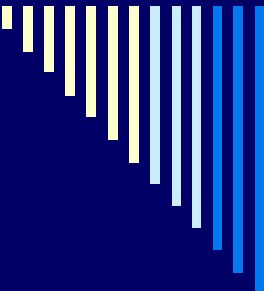
- ❑ If you don't ask, you will always be disappointed. If you do ask, you might be surprised.
 - ❑ Holiday /Seasonal leftovers
 - ❑ Books
 - ❑ Kit bags
-



The Results – Big and Small



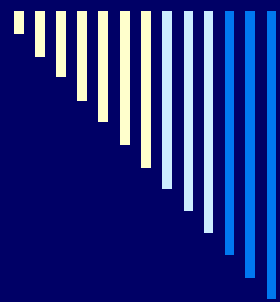
National City Bank
Bookmobile



The Results – Big and Small



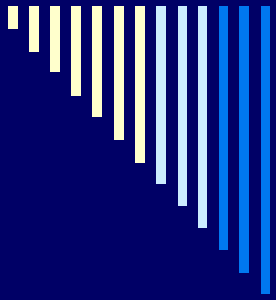
First National
Bookmobile



The Results— Big and Small



US Cellular
Bookmobile

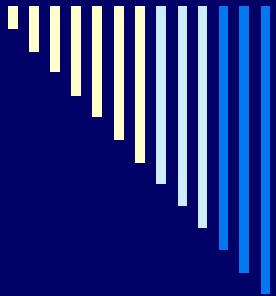


The Results – Big and Small

UNITED WAY
GRANT

\$25,000.00

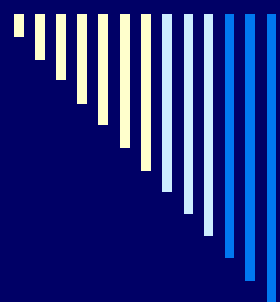




The Results -- Big and Small

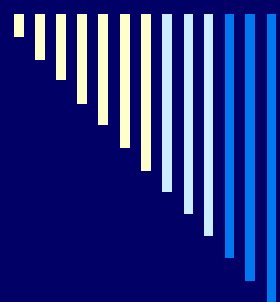
Post Holiday Gift
from
KOHLS





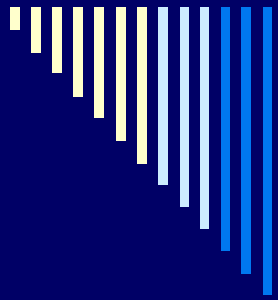
The Colorado Trust Healthy Aging Initiative

- The Colorado Trust
- Healthy Aging Initiative
- June 1, 2007 – May 31, 2011
- \$60,000 per year for 4 years
- Serving seniors (65+) living in assisted living facilities



Healthy Aging Initiative: PPLD's Approach

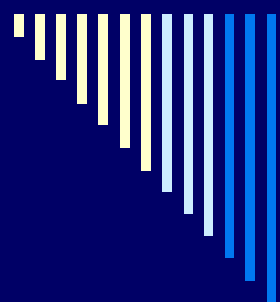
- How do we foster the well being of our elderly in mind as well as body?
 1. Lobby Stop Programs: stimulate memory, social interaction, entertainment, laughter and fun.
 2. Library services: provides information and materials directly to the seniors via the book carts for browsing and requests via the Lobby Stop staff for any materials from the library collection.
 3. Support for the Assisted Living Facility staff for the enrichment of the residents: travel movies, trivia books, BiFolkal kits, etc. for programming



PPLD Lobby Stop Service

One 40 hour Mobile Library Specialist
One 20 hour Mobile Library Clerk/Driver

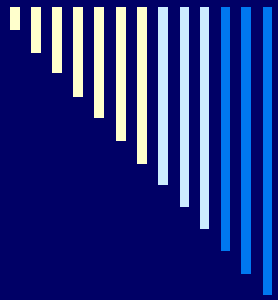




PPLD Lobby Stop Service

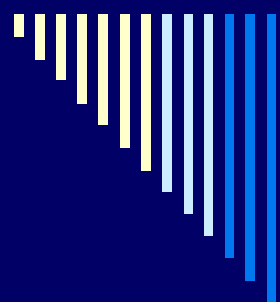
**Lobby stop includes a 20 – 30 minute program,
book carts for circulation and support for AL Staff**





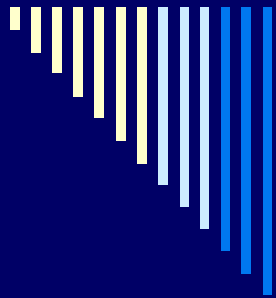
Lobby Stop Van





Congestion Mitigation and Air Quality Grant CMAQ

- ❑ Federal Transportation Funding Program
- ❑ CDOT – Colorado Dept. of Transportation
- ❑ Pikes Peak Area Council of Governments
- ❑ Emissions and congestion: non-attainment and maintenance areas
- ❑ Historically, it has been used for transportation projects and programs (roads, bridges, etc.)
- ❑ Creative way to bring more “human service and resource service” organizations into the effort to clean up the air



CMAQ

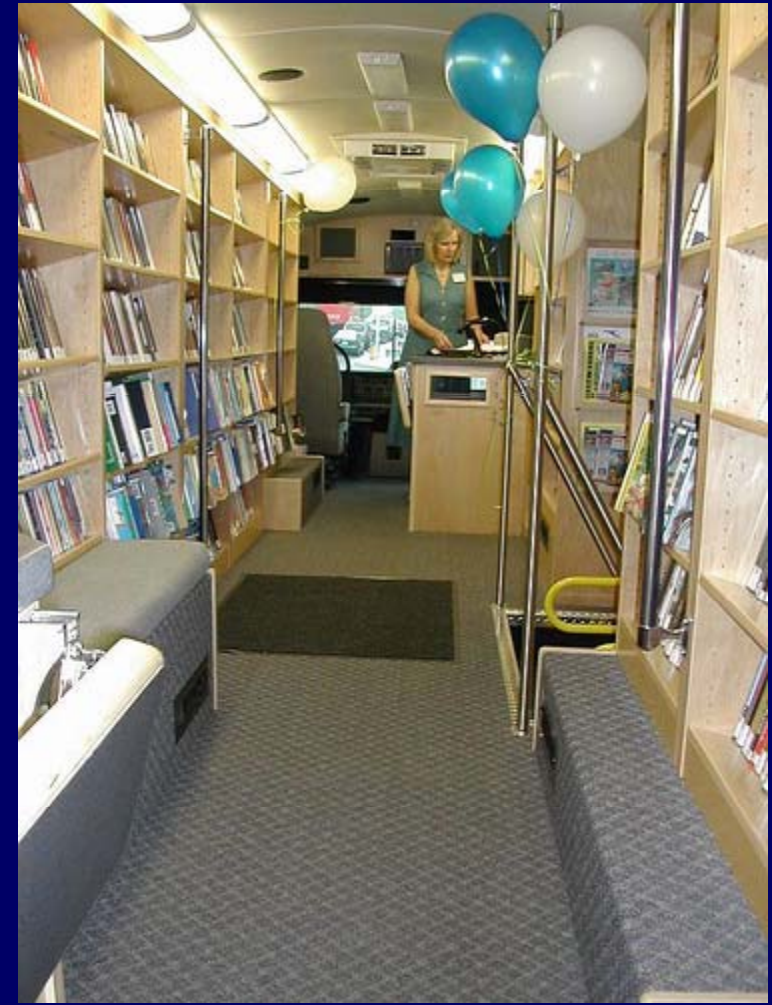
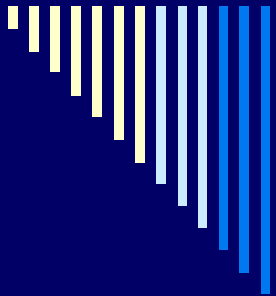
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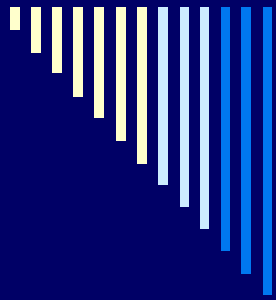
- ❑ **Statistics on increased use and circ plus patron groups and communities served**
- ❑ **Expansion plan that the grant would enable us to implement**
- ❑ **How many carbon monoxide kilograms per day would be eliminated by the mobile library going to patrons rather than patrons driving to a branch. This included: cold starts, average distance traveled by patrons to reach the mobile library, new trips generated because service would be closer to their home, distance traveled by patrons to a branch if there was no mobile service available to them.**
- ❑ **Also included: Partnership between the PPLD Foundation and the Library District, secondary air quality impacts, peak hour benefits, the life expectancy of the vehicles, how we would comply with NEPA goals and PPLD's commitment to the project.**



New City Mobile Library







Creative Thinking

- ❑ Grants for Outreach and Bookmobiles are not numerous.
- ❑ Look at grants from outside the library world and think “How can I fit my service into their theme?”
- ❑ Once you have an angle, sell it!
- ❑ The worst that can happen is that they say NO.
- ❑ But, sometimes they say YES!
- ❑ You will never know unless you try!