

FOCUSED FUNDRAISING: HOW TO CRAFT A STRONG CASE FOR SUPPORT

THINGS TO CONSIDER

- What is unique or interesting about your organization/the artist(s)/your artwork?
- What opportunities does your organization/creative project offer to your community?
- Which communities does your organization/creative project serve? How?
- Why is the work your organization/the artist(s) are doing important? What are the goals of the organization/artist(s) for the project?
- What are the organization's/artist's values? How are these values represented in the work/project?
- What are the barriers faced by the organization/artist(s)? How will support for the org./project help to remove barriers (if applicable)?
- How will the funding contributions of the grant agency/foundation/corporate sponsor or individual donor be used to support the organizations/artist(s)/project? Would the project be possible without this funding?
- What are the risks associated with the project? What are the risk management strategies or contingency plans put in place by the organization/artist(s)?
- How will the organization/artist(s) measure the impact/outcomes of the project?

BEFORE YOU START

- Carefully read the funding guidelines and application requirements
- Are you eligible to apply? Don't know? Ask!
- First time applying?



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- Call the granting agency to chat
- Call someone in your sector who has been successful in the past
- Review past funding applications written for the organization/artist(s) when possible—no need to reinvent the wheel!

BUILDING A CASE FOR SUPPORT

- Are you willing to fit your organization/project into the box(es) the grant requires?
- What do you need as supplementary materials? Get on it!
- Will you actually spend the money on what you say you will? Plan ahead!
- What about your organization/project's location/participants is unique/noteworthy?
- Outside GTA, Rural and remote orgs/projects/artists often receive special consideration – highlight this!
- Who are your community partners/collaborators? How does your org./project engage or serve your local community? What impact will your org./project have in your community?
- When possible, bolster your case for support with support letters/collaborator commitment letters/community feedback and participant testimonials

BUDGETS/TIMELINES

- Take the time to build a compelling budget by providing detailed notes for each expense, outlining as much as possible
- Provide detailed notes, when possible, about events within a project timeline, reiterating project goals and outcomes



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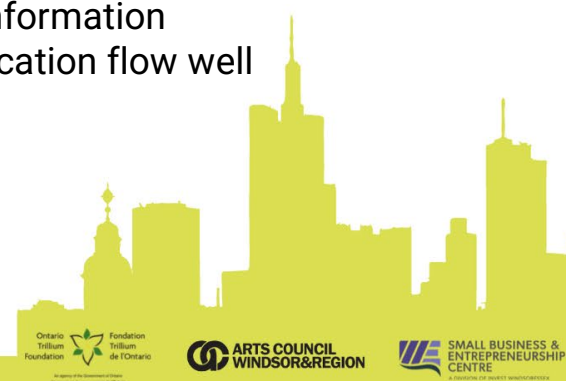


MEASURE THE IMPACT

- Funders want to see that applicants will measure the impact and expected outcomes of the funding project—most funders will require data and reflection upon these measurements in grant reporting
- Ways to measure impact/outcomes:
 - Surveys/Feedback/Testimonials – Audience, Participants, Community
 - Head Count—Attendance
 - Tourism and Economic Impact
(<https://www.ontario.ca/page/tourism-regional-economic-impact-model>)
 - Media – reviews, coverage
 - General industry statistics and demographics data

GENERAL TIPS/TRICKS

- Write short and long form grant questions/answers in a word document and save your work
- Do not write answers into online grant portal only – you may lose your work if you experience technical difficulties! Grant portals often time-out
- Do not leave your work on the application elements to the last minute. This causes undue stress and issues with submitting can cause unforeseen delays
- When you are limited by a word count, write freely and then edit for length afterward – you may even be able to cut and paste from previous answers to fill out unfinished sections this way
- Proofread your application before submitting
- Have a colleague/friend proofread for a second set of eyes
- Ensure consistency throughout; do not repeat information unnecessarily; ensure all elements of your application flow well together



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- Ensure your budget items/notes are clear and consistent with your project details and timelines

OTHER RESOURCES

- Is sponsorship an option?
 - This video might be helpful to get into the mindset of how to work with private companies and businesses fund your work:
<https://neighbourhoodartsnetwork.org/learning-room/how-to/test-pdf>
 - Review RBC's Emerging Artists program to learn more about their pillars for sponsorship and how your work/project could align
 - <https://www.rbc.com/community-social-impact/emerging-artists.html>
- Software options to help track your funding opportunities:
 - <https://monday.com/>
 - <https://trello.com/en>
 - <https://asana.com/>
- Crowdsourcing ideas:
 - [Patreon](https://www.patreon.com/) – options and examples for multiple disciplines

