



# GRANT WRITING

for artist-producers

with producer [Jessa Agilo](#)

Aug 21, 2019, 1 to 2 pm

# artspond

Boosting social, spatial, economic + digital justice  
through social innovation + the arts



An agency of the Government of Ontario  
Un organisme du gouvernement de l'Ontario





# agiloarts

Making good go



Jessa Agilo



Canada Council  
for the Arts

Conseil des arts  
du Canada



ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO

an Ontario government agency  
un organisme du gouvernement de l'Ontario



# aHa!

Essentials for  
artist-producers

## Excel Bootcamp

Oct 7-8, 2019

10 am to 2 pm daily

## Bookkeeping + Quickbooks Essentials

Oct 9-10, 2019

10 am to 2 pm daily



# 12 Grant Writing CONSIDERATIONS

**Before (5)**

**While (5)**

**After (2)**



## BEFORE WRITING

**Cultivate clarity of vision + evolution story**

*Where are you coming from + going to?*



## BEFORE WRITING

### Cultivate clarity of vision + evolution story

*Where are you coming from + going to?*

Identify + communicate **desirable + deliverable pathways** for the ongoing evolution of your

**CREATIVE, BUSINESS, COMMUNITY + PUBLIC PRACTICES**

*It's a story that is rarely set in stone*

TIP

## Tap and exploit the ripples

**Cultivate multiple streams from every creative impulse**

**Creative evolution** connecting deeply to true creative self

**Business evolution** strengthening efficiency, revenues + support

**Community evolution** fostering a collective center

**Public/stakeholder evolution** stabilizing, expanding +

diversifying public reach + impact; prioritize using **LAI Principle =**

*Linkage, Ability, Interest* (rate each on scale of 3 or 5)

**TIP**

Single projects can evolve across multiple phases. Reflect on pathways.



**TIP**

**Single careers can have multiple impulses. Reflect on sources + connections.**





## BEFORE WRITING

### **Develop an impact practice**

*How are you learning in all streams  
(artistic, business, community, public)?*



## BEFORE WRITING

### Develop an impact practice

*How are you learning in all streams  
(artistic, business, community, public)?*

Deepen expressions of your case for support  
by increasing **lifelong activities** devoted to

**CAPTURING IMPACT + SHARING INSIGHT**

*Evaluation doesn't need to be difficult, costly, time-consuming,  
or only for large companies*



**TIP**

## Impact practice lifecycle

**PLAN** planning desired impact + how to measure it

**DO** delivering work + collecting info on its impact

**ASSESS** making sense + drawing conclusions on impact,  
revising info collected to refine conclusions, if required

**REVIEW** sharing lessons + improving work from insights

Source: “Inspiring Impact: Code of Good Impact Practice”,  
NCVO for Inspiring Impact, June 2013





TIP

## Impact theory

Posit a ‘theory of change’ or ‘mapping of ripple effects’  
i.e., how will you or the world be different due to your work?

**TYPE** of impact measures (quantitative, qualitative, or both)

**SCOPE** of measures required and realistically delivered (how many measures, timelines, collection + reporting methods)

**LEADERSHIP** who will be responsible + support evaluation?





**TIP**

## Impact value chain

**INPUTS** what you put in (money, time, expertise, networks, influence)

**ACTIVITIES** what you do (programming, sharing, investing)

**OUTPUTS** results that are measured (number of people served)

**OUTCOMES** collection of all results (intended and unintended)

**IMPACT** outcomes less what would have happened anyway without your intervention



**TIP**

## Example: Impact value chain

**THEORY** to increase profile by sharing marketing with 3 Toronto artists

**INPUTS** how much time and money is spent by each on mktg, admin

**ACTIVITIES** planning, networking, marketing campaigns, impact surveys

**OUTPUTS** 5+ events, total attendees by location, demographics

**OUTCOMES** marketing cost per artist/attendee, % attendance +/-,  
artist and attendee satisfaction

**IMPACT** expanded relationships and public profile



**TIP**

## Example: Impact value chain

### OTHER MEASURES

- Did you learn new business or creative skills
  - Did attendees find it easier to discover your events
  - Did you connect with other arts leaders and establish long-term relationships
  - Did you reach new clients and customers
  - Did you save time and money
  - Much more
- 



## BEFORE WRITING

**Identify the most compelling impact story,  
featuring qualitative + quantitative evidence**

### **Public sector**

How does your vision + evolution story help you realize your desired impacts in your chosen communities

### **Private sector**

How does your vision + evolution story help you realize shared desired impacts in the sponsors' target communities?



**TIP**

## Funders' pot 'o gold

- Clarity of vision
  - Demonstration of need
  - Linkage to funder priorities
  - Impact assessment
  - Realistic budget
  - Acknowledgement of challenges
  - Flexibility and collaboration
  - Exit and contingency strategies
  - Competence and attention to detail
  - Self-reflection and applied learning
- 



## BEFORE WRITING

**Express your case verbally first**

Remember we often  
**first express our stories best**  
**VERBALLY**

**TIP**

## Dictate elevator speeches

### 1-MIN FUNDAMENTALS

**What are you going to do? (who, what, where, when, how)**

### 2-MIN STORIES

**How will things be different? (why)**

Audio or video record, repeat three times in quick succession, repeat again daily until you get it right; always spend double time on why  
Automatically transcribe using speech-to-text dictation



BEFORE  
WRITING

## Capture 'smiling eyes' moments

Notice and share **stories, impacts + experiences** that have eyes smiling with  
**DELIGHT, SURPRISE + ANTICIPATION**

TIP

## 2-min testimonials

**THREE WORDS** List three words that describe your *[experiences, feelings, impressions]* **about** *[fill in the blank]*.

**MEMORIES** Describe a *[moment, memory, experience, feeling]* **from** *[the show, the exhibition, the workshop]* **that** *[inspires/inspired you, stays/stayed with you]*.

**STORIES** What will you tell your friends or family about *[today, tonight, your experience, the show]*?

**LESSONS** Did you learn anything new, or reconnect with something known or forgotten?

**CHANGES** Would you have liked us to have *[done, delivered, shared]* anything differently?



## WHILE WRITING

### Guide the reader with compelling simplicity

Help readers **discover** + **comprehend** your case for support using  
**white space, headings, bullets, images when possible,**  
**limit descriptive words in Z-to-A comma-separated lists,**  
**no abbreviations, jargon, buzzwords, hyperbole,**  
**vague or empty rhetoric**



**TIP**

## Avoid vague or empty rhetoric

**NO** “Many people will benefit”

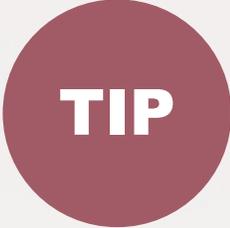
**YES** “50 youth artists 18 to 25 years of age will receive 20 hours of instruction over 2 months”

## Avoid undefined or assumed language

**NO:** “Collaborative partnerships” without definition

**YES:** “Collaboration is in our blood”, then continually provide examples of what you mean by collaboration





**TIP**

## Mimic bulleted lists

Use + sign or add inline bullets manually

OSX **Option-Shift-8**

WIN **ALT-0149** (numeric keyboard)

Copy + paste as a symbol from **Microsoft Word**





## WHILE WRITING

### Mirror creative + practical stories

Business details are **core characters** in your story.

Map out **detailed schedules + budgets** at the  
**SAME TIME** as creative vision, not after.

*No stories without numbers, no numbers without stories.*



**Use formulas to maximize flexibility + identify budgetary measures without rhetoric**

<b>NO</b>	<b>Total</b>
Performers	\$2,500

<b>YES</b>	<b>Artists</b>	<b>Days</b>	<b>\$ Day</b>	<b>Total</b>
Performers	2	5	\$250	\$2,500



## WHILE WRITING

**Be a review fiend + remain open**

Write, edit + **review...AGAIN + AGAIN.**

Keep your mind + ears open to new ideas.



## WHILE WRITING

### Be a review fiend + remain open

Write, edit + **review...AGAIN + AGAIN.**

Keep your mind + ears open to new ideas.

*Never write draft texts into grant forms (especially online).*

*A grant writer doesn't have "off hours" during grant periods.*



## WHILE WRITING

### Be positive yet honest

Challenges, roadblocks + failures help promote learning.

Reflect on past **successes** + **challenges** in your  
career **POSITIVELY** + **HONESTLY**



## WHILE WRITING

### Budget enough time and resources

Grants can take a few to hundreds of hours to complete.

**1.5 to 8%** of the request amount are good projected targets.

**Simplify proposals** if more than **10%** is required.

Association of Fundraising Professionals Ethics: Do not accept compensation or enter into a contract that is based on a percentage of contributions; nor shall members accept finder's fees or contingent fees. <https://afpglobal.org/sites/default/files/attachments/2018-10/CodeofEthics.pdf>

**TIP**

## Grant writing time estimates

Request \$	Hours Low	Cost @ \$30/hr	Hours High	Cost @ \$30/hr
\$10,000	20	\$600 (6%)	30	\$900 (9%)
\$25,000	40	\$1,200 (4.8%)	70	\$2,100 (8.4%)
\$50,000	60	\$1,800 (3.6%)	100	\$3,000 (6%)
\$100,000	80	\$2,400 (2.4%)	150	\$4,500 (4.5%)
\$200,000+	100	\$3,000 (1.5%)	200	\$6,000 (3%)



## AFTER WRITING

### Be resilient

**No is rarely forever, only **no, for now.****

Always have a backup plan in the works  
(plus a bounty plan in case original + backup plans  
are both accepted).

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AFTER  
WRITING

**Put your hand up.**

**Keep asking for **what you need!****



# Q&A

## **Jessa Agilo**

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Founder + Executive Producer, Artse United

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