



## GRANTS WORKSHOP

## 2010 Application Deadlines

Access to Artistic Excellence

March 11 | August 12

Challenge America Fast Track

May 27

Learning in the Arts

June 10

## DISCIPLINES

### Multidisciplinary Arts:

Artist Communities  
Folk & Traditional Arts  
Presenting

### Visual Arts:

Design  
Media Arts  
Museum  
Visual Arts

### Performing Arts:

Dance  
Music  
Opera  
Theater  
Musical Theater

### Literature

## Review Criteria

- Artistic Excellence
- Artistic Merit (Impact & Ability)

## Application Components

- Organizational Background
- Details of Project
- Project Budget
- Financial Information Form (Budget - Three Years)
- Bios of Staff and Key Artists
- Board List(s)
- Programming History (Three Years)
- Discipline Special Requirements
- Work Samples
- Support Materials

## Narrative Pages

- 12-point Easy-to-Read Font (e.g. Times New Roman)
- List Questions being Answered
- Most Important Ideas/Points First
- Use Formatting Tools:
  - Bullet Points
  - Section Headers
- Break up Sections into Paragraphs
- Do not Exceed the Page Number Limits

## Organizational Background

- Include Demographics of Venue and Audience
- Highlight Past Pertinent Arts Programming
- Describe Past and Continuing Community and Educational Outreach Programs

## Details of Project

- Follow the Instructions
- Address all Questions
- Focus on Project Description
- 1. Project Synopsis; 2. Listing of Details
- Details - Details - Details
- Concise, Detailed Project Timeline
- Proposed Artist(s) Contract Status
- Numbers & Statistics

## Project Budget

- Required Match (at least 1:1)
- Total Income (incl. NEA request) = Total Expenses
- No "Unallowables" (fundraising costs; hospitality; concessions)
- Include:
  - In-kind Contributions
  - Indirect Costs

## Project Budget (cont'd)

- Project Budget & NEA Request: Do they "jibe?"
- Break Down Income and Expense Line Items
- Budget Line Items and Project Details: Do They Correspond?
- Detailed Budget Option

## Financial Information

- "000,000" Line Items: Beware!
- Deficit Elimination/Reduction Plan
- Key: A Realistic Project Budget
- Where is That Calculator?

## Bios

- Include (Key) Staff and Artists Bios
- Make Them Shine in One Paragraph
- No Curriculum Vitae
- Include Bios of:
  - Principal Consultants
  - Partners

## Board List

- ▣ Include Job Titles/Professions of Board Members
- ▣ **Independent Component Applications:**
  - Submit the IC's Board List

## Past Activities

- ▣ **Create a "Representative List"**
- ▣ Is Each Item Project-relevant?
- ▣ **Track Record**
- ▣ The Panel Wants to Know:
  - Artists Fees
  - Venue Capacity
  - Attendance Totals

## Special Requirements

### Presenting Applications:

- ▣ Mission/Vision Statement (optional)

### Music Applications:

- ▣ **Commissioning Projects:**
  - Composer(s) Statement(s) of Commitment
  - Rights Clearance

### Professional Development Projects:

- Names/current professional affiliations of participants from past two years

### Recording Projects:

- Commitment Letter from Record Label
- Distribution Plan

## Work Samples

- ▣ **Project Relevance**
- ▣ Discipline Relevance
- ▣ **Promotional Videos**
- ▣ Limits For # Photos & Manuscripts pages

## Work Samples (cont'd)

- ▣ Web-based/Online Materials:
  - Are They Live?
  - Will They Still Be Accessible in Four Months?
- ▣ **Audio/Visual Work Samples:**
  - **Recording Format and Quality**
  - **Recording(s): Relation to Work Sample Index**
  - **Cueing of Work Samples**
- ▣ Pre-mailing Quality Control/Due Diligence

## Support Materials

- ▣ **Brochures, Programs, Study Guides, etc. (displaying excellence of promotional materials)**
- ▣ Support Letters and Letters of Commitment
- ▣ **Include Grants.gov Application Submission Document**
- ▣ Mail Via Commercial Carrier (FedEx, UPS)

## Other Tips

- ▣ Study NEA Guidelines
- ▣ **Showcase Your Organization and Its Mission**
- ▣ Be Clear When Speaking of “Diversity”
- ▣ **Refrain from “Preaching” and “Hyperbole”**
- ▣ Important: Correct Period of Support
- ▣ **Not All Panelists Are Technology Experts**
- ▣ Final Review & Check-off: Use the Application Instructions

## Finally...

### NEA STAFF: **We Are Here for You**

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