Ok, why don't we go ahead and get started.

Good morning, and thank you all for coming out. I'm Carol Rudisell. I'm a member of the Reference and Instructional Services department and I'm really happy to have the opportunity to speak with you today about the library's resources that pertain to philanthropy, fundraising, and grants. So my goal today though is to help you
learn a little bit about the process here at the University of Delaware for securing grants, and to spend a fair amount of time going over the databases that we have that are good for zeroing in on funders. I don't think I need to remind you that funding is very competitive, and you know it pays to kind of do your homework, make sure you're approaching the right people. And that's what we're going to be focusing on. Normally we try to begin the workshop
with representatives from the Research Office, and the Development Office but they were unable to attend today. But they did ask me to pass along their good wishes and make sure that you knew they existed and how to find them. You'll notice I gave you an agenda and at the bottom of the agenda there is a box with various links that are useful for grant seeking, and there is a link here to the Research Office and also a link to the Development Office. I mentioned this
because if you are applying for grants through the University, not necessarily to fund your own personal research but if you are engaged in a project that is going to be sponsored by the University you truly need to touch base with the Research Office and the Development Office. They can then guide you through the process - particularly any grants (federal grants that go out of the University), they have to be submitted by the Research Office.
Similarly, the Research Office looks at grants that are going out from other institutions to make sure that everything is in place. My understanding is that if you're applying say as a faculty member for summer funding, it depends on how the funding opportunity is written as to whether or not you need to apply as an individual person or apply through the University. So if you have any questions at all about that I would highly recommend...
you're giving the Research Office a call.

Besides they're good people to get to know. And you should have in your department too a liaison who can help to guide you through the process. Let me just take a minute and go over to the Research Office website. So here we are at the university homepage and if we go over to "Research and Innovation" we can link through to the Research Office. Then you have the exact address on your on
your page. And so here you have the Research Office website. There is a category for researchers. You can go straight in there. And here you have the "Researcher's Toolbox". But there's also a staff directory, and this is where you can begin to see who in your department is responsible for managing grants. So here you'll see who your contact person is in the Research Office, and then you'll also see who your department administrator is. That's what you
would... Those are the people that you would need to talk to as you begin to think about who you're going to approach.

Let's just say you've found a great private foundation that you would like to contact, or submitted a proposal to. You're not sure whether or not you need to go in as an individual or as a foundation? What you wanted, or I mean, or an organization. what you want to do is contact the Development Office, for a couple of
reasons. The Development Office is very critical in developing relationships with private foundations and companies. And a lot of times they can kind of clear some paths for you.

What they generally ask before you come to them is that you have a budget, a brief description of the project that you want to do (in a timeline), and departmental approval to pursue it. So and then you set an appointment with them and they'll ask you why you think
it's the foundation you're interested in

is a good match. So with that information

you can then be prepared to go

forward. But anyway, here you have the

website for corporate and foundation relations. You can go through and read

what they have on what's called prospect clearance. That's the the discussion that

you have with them prior to making an

approach to a corporation or a

foundation. Not only can they clear the

way for you sometimes because of the
relationships they've established but also there are instances where certain foundations or corporations are targeted for really large gifts. Say for capital campaign for the University... And they plan on approaching the foundation to ask for over a million dollars. And if that's the case they may not welcome a lot of independent researchers from the University approaching the same foundation asking for much smaller grants. Because then, when the University
makes its official approach they the

foundation could say well I've already
given to the University of Delaware. The

Disaster Research Center.

And that wouldn't be so good. So that's

another reason why you want to reach out
to the Development Office and have a

conversation with them. So just to

reiterate grant seeking really is a

process. You know what they say, "There's

no such thing as a free lunch." You really
do have to work for your grant. It's a
lot more than just sitting down and shooting off a canned proposal. First of all you know start as early as you can.

Regardless if you're going in for grant for an organization or for an individual it always pays to start as early as you can in the process. A lot of times particularly if you're looking for funding as part of an organization, you need to think about projects that can be funded rather than necessarily looking for ongoing funding. So you'll want to
think about fundable projects. And you'll

want to, early on in the process, make

sure you have all of your internal ducks

lined up. And that's again what I just

was reiterating. In a university setting

you know you'll you'll want to make sure

you've touched base with your department

administrator, your department chair,

who will probably then go forward with

the Dean Provost depending on the size

of the grant, the Research Office and the

Development Office. If you're in a
nonprofit world generally you're going
to be working with your Executive
Director or if they're larger
organization they will have their own
Development Office that you work with
and sometimes you will be working with
the Board of Trustees of that or Board
of Directors rather, for that
organization. So, one of the things as
you're putting projects together you
want to you know make sure you evaluate
them and make sure they're high-impact
that they really are working very closely with your mission and goals and that they are achievable. So you want to make sure that you have the resources in order to carry out the project that you're proposing. And that can be just as simple as having an office space for a staff person to work in. Or if you're going to be carrying out certain work making sure you have the equipment in place. And if not including it in your proposal. There's nothing worse than
having a grant and then realizing, "Oh gee,

you know, I forgot to include money for

benefits for the person we can't hire

them if they don't have benefits." So you

want to make sure that you have

everything in place in order to carry

out that project. So I mentioned that you

want to think about fundable projects

organizations, charitable organizations,

often don't like to permanently carry a

non-profit. They want to be able to help

them get started.
Provide discrete funding, one-time funding that can sometimes be renewed depending on the organization. So it becomes your job as a fundraiser for your organization to try to creatively think about, "Well which of our needs can we pull out (&) form into a project that would be attractive to a funder?" So be thinking along those lines. There are funds available for general support for organizations, but those are highly competitive. So if you can think of in
terms of one-time funding projects

that's a little bit better. And this
gives you just an idea of some of the
types of projects that you can come up
with. Again to take stress off of your
ongoing budget. Staff, renovations,
equipment, programming, and then of course
you guys know research. That's an obvious
to. Travel. Okay, for students looking to
travel to go to conferences that can
also be something that you look into.

Researching your funders is key and I
can't emphasize this enough and this is really what the major emphasis of today's workshop is going to be - How to go about researching the funders. Because generally what you're trying to do is find funders who whose mission and goals are going to be furthered by your research. Ok? Or your work your organization's work. So that it becomes a marriage of sorts. You know by funding your work they're getting their goals and missions accomplished. So we
recommend that you start by using a database or two, generating a list, and then refining it using other sources to gain more information about the funder. Looking at other criteria. And what are those criteria? These are some of the things you're going to be looking for. You're going to be looking for funders who are interested in funding in your geographic area. That is a big one. Believe it or not. There are a lot of foundations there that focus just on
their own community. So you want to be sure that your area where you're located where your research is going to be carried out or your project. That it matches the funder's interests. The subject area. So you're interested in Disasters? Physical therapy? That's something you would want to make sure that the funder is interested in. Types of support. The most obvious one that I can think of are scholarships, fellowships for graduate students for
example. You'll want to make sure that

the organization funds scholarships to

define individual okay and or fellowships to

individuals. Other types of support: Capital

Campaigns. Or research is another type of

support. So those are the kinds of things

that you can put in. Other factors come

be critical when you're looking at

support for individual research or for

individual scholarship. There are

fellowships out there for things

categories that pertain to your own
personal experience. So if you have a veteran status there may be other opportunities. If you're a woman there may be other opportunities. Person of color, etc. So you're going to be on the lookout for that as well. I want to just make sure we understand the types of funders that we're talking about. Because in a minute I'm going to show you a few databases and they differ in terms of the types of funders that are included. So I won't go into great
detail but what you see up here on the

screen are the most common funders. I'm
gonna try to put a little bit more focus

on private foundations simply because,

well a number of reasons, but we are

affiliated with the Foundation Center. We

meaning: University of Delaware. Affiliated

with the Foundation Center that's

located in New York City. And they

basically serve as a clearinghouse for

information on private foundations.
nonprofit organizations that are set up with the sole purpose of giving away money. And they are required by law to give away a certain percentage a year. So they are really good sources to apply and a lot of times researchers, fundraisers, prefer to approach private foundations because sometimes the process is much simpler. the application can be as simple as a letter with a budget attached. So it can be that simple. On the other hand your
larger foundations have a much more robust application procedure. There can also be fewer red tags say then applying for federal funding. Again that's not across the board but generally those are some of the things that I hear as to why researchers like to approach private foundations. Let me interject too, because I don't want to forget this, oftentimes people will ask me, "Well okay, we're going to be researching private foundations and
other funders why do I need to go through a database? Why can't I just Google this?" Private foundations in particular often have many of them have small staff. They don't want applications from all over the world. So they don't have websites. There are less than half private foundations - and there are more than 140,000 private foundations - less than half have websites. So if you're only relying on Google to find your funders you're missing out on a lot of
money. So that's why we recommend using a database. And in particular for private foundations I highly recommend using the Foundation Directory - Online Professional which is one of the databases we're going to take a look at. There are other useful sources for funding for graduate students particularly you'll want to look at the professional associations in your area they often give grants for travel. Prizes for research, that kind of thing. So you'll want to be on the
lookout for that. Public charities it's

another good source. Public charities or

nonprofit organizations that conduct

programs but also make grants. Sometimes

eye call themselves a foundation but

that their tax status really is not the

same as a private foundation's. A good

eample is the Make-A-Wish

foundation. Although I think they've now

dropped the foundation from their name.

Because they're not a foundation they're

public charity. They raise money but they
also give money. So corporations good

source. They often want to fund projects

that are going to provide a little

goodwill in their community. Give them

some good publicity. So they can also be

helpful. They're probably the most

elusive category to find though because

they're not required by law to say who

they give to. So that can require a fair

amount of digging to find corporations

that are good for support. Government

agencies we will take a look at some of
those. For those for those of us here in the state of Delaware if you're looking for funding from the state, the state website is the best source.

None of the databases that I'm going to show you are especially good for locating Delaware state funding. Any questions about that so far?

I'm guessing you guys probably don't care where your money comes from right?

I'm guessing you guys probably don't care where your money comes from right?

Okay. So we'll we'll we'll take a look at
all of the databases and then you can
pick and choose who you actually apply
to. So you're going to use the databases
to generate a broad list. These are the
primary ones that are available to you
here at the University of Delaware. The
first three are subscription databases
(i.e. - the Library pays for them so that
you can have access to them). The
fourth one is the only one that is free
on the internet. And that's Grants.gov.
That is the primary portal for
government funding. I'm not going to show you Grants.gov today because the information that is provided in Grants.gov is also available in COS Pivot. And I think the searching interface in COS Pivot is better. So we will look at COS Pivot, Foundation Directory Online Professional, and the Foundation Grants to Individuals. So I have mentioned private foundations a little bit.
is the best source for private foundations. It includes all private foundations. So we know if we go there we have got all of them. And over the years they have added different types of funders to the database. So they do include now some of the larger corporate givers. And they also include now some of the federal government funders as well. So it's this is a great source. You can access it anywhere on campus. You can also access it from home, although you'll
have to proxy and login with your UDel net and password. If you follow the instructions on the sheets that I gave you you'll have no trouble getting into Foundation Directory Online from home should you choose to do so. Foundation Grants to Individuals is a companion database as the title suggests. Though it is geared for those of you who are looking for funding to apply not as part of an official University project but as an individual scholar. So students
who are looking for funding this is a
great database for you to try. This
particular database though is only
searchable from within the library on
library computers. Hardwired computers.
Not even laptops. So we have special
logins for you to use today. But normally
what you have to do is physically come
into the building, and sit down, use one
of the library computers to get in to
that database. And just so you know that
as I said the companion
databases is the foundation directory if you're looking for funding as part of the University definitely stick with the Foundation Directory. Individuals again you'll want to use this database. Pivot I have alluded to. Pivot started down at Johns Hopkins in their research office. So it has a very heavy emphasis on research. But if you are working with a social service organization you can also find funding in there as well. It is really good for finding federal
funding. And that's what I really like about it best. It also includes a very little bit of state funding and also some nonprofit other nonprofits and professional associations are represented there. Both this database Pivot and the Foundation Directory are attempting to become international. They're slowly moving in that direction and I'd say right now you can count on Western Europe being fairly well represented.
Especially the UK. And they're now also branching down into Australia, up to Canada, and starting to pick up China as well. So you're starting to see some diversification, but it does have a very significant Western slant. Let's see... This one is also accessible from anywhere on campus and again at home. This one also has some special features that I'll mention a little bit later. But if you're looking for funding on an ongoing basis I would highly recommend for this.
database that you create your own

username and password and set up a login.

And that way you can take advantage of

the special features.

And then Grants.gov as I said is the

place where you can go to search for

federal funding. And once you leave the

University if you're totally

unaffiliated with any other university

that provides COS Pivot or another

funding database you can always use

Grants.gov to find federal funding. And I
want to emphasize again you can use it now to look for funding but please do not attempt to apply for any grant going out under the University's name through Grants.gov. Only the research office can do that, okay? You can look and see what's available but the site is also the portal where people submit applications. But only the research office is authorized to submit on behalf of the University. So once you go through the databases and come up with a list and
all the databases allow you to download

information to a spreadsheet or you know

download individual PDFs. What you want
to do is think of that information as a

starting point. Just a list to help you

figure out who it is you want to look at.

And then you really want to take a much
closer, more more in-depth look, at the

organizations on your list. The first

place to go would be to see if they have

a website. The databases will give

you a link to the website if they have
them. So you'll definitely want to go

over to the website and do more

comprehensive reading at the website.

Also a lot of them are now pushing out

publications, newsletters, annual reports.

Again you'll take a look at those kinds

of things to see if they just clarify

the giving picture for that particular

organization. A lot of the funders too

are engaging in social media so you can

follow them on Twitter, friend them on

Facebook, etc.
Okay? And again the purpose of doing that is twofold. It's to help you understand what they're doing but it's also to get you on their radar as well. Particularly if you're working with a community organization you want people to be seeing what your organization is doing so that you know when you approach them you know they know! It's like, "Oh yeah I've heard of them!" So that helps. Newspaper sources can be great particularly if you're going after
funding for corporations. As I said

corporations tend to give in their own communities. So your local newspaper is a
great source. So get used to looking and finding you know out who's giving in the Delaware area. And the library has a

number of newspaper databases that are good for searching online. Not only local newspapers but other newspapers throughout the U.S. Lastly there's personal contacts. And you'll notice that in all of the databases they give you
information about who the Executive Directors are, who the staff is, who the Board of Directors are, etc. And the Foundation Directory in particular has started relying on LinkedIn as a way to connect. And again it's to take advantage of person-to-person contacts.

So but particularly if you're working in a nonprofit organization you're gonna want to have chats with your Board of Directors and find out if they know of
any of the people who may sit on the

Board of Directors with these other

foundations. Because as much as we like
to think that this is an open process

and anyone can apply, people-to-people

relationships still weigh pretty heavily.

So you don't want to ignore that. Well

I think we are getting close to moving

over into the databases

to do our search. But I want to mention

before we do - For those of you who have

never written grant proposals before I
highly recommend going to visit grantspace.org. And that's one of the websites that's in your - on the agenda in the little box at the bottom. That website has references to tutorials that you can walk through that will tell you how to write a grant proposal, how to put a budget together, how to approach a funder... Basically everything! It's all there. It's a really great website. I cannot recommend it highly enough. There are also links to some sample documents.
Not a lot, but a few. There are also links to the Foundation Center publications.

And I brought just a few of them to show you. They don't give away their books that they sell online. So alas they'll give you excerpts but but they won't give you the full book. If you've never written a grant proposal before this is a great one [Guide to Proposal Writing]. Walks you through the whole process. And I'll leave these up here if you want to come and take a look later you can. They also put out "The Grant
Seeker's Guide to Winning Proposals]. Which has not only copies of proposals the actual proposals that have gone to private foundations, but it also has the reviewer's comments on why they liked the proposals and opted to fund them. And then the last thing that I brought they put out a lot of publications but these three I think are particularly useful [Carol holding the book: "After the Grant"]. This one [Carol holding the book: "After the Grant"] is basically what to do after the grant. And again this is the relationship building piece. You know, how
to steward your grant once you get it.

What do you need to do to try to
cultivate a good relationship with that
counter and also perhaps build some with
others. So those are the key publication
guides that you'll find there. For graduate
students you'll also find bibliographies
there on sources that you can use
to help you put together fellowship
applications, fellowship essays, that kind
of thing. And I brought just a couple
that we have from our collection here in
Reference that talk about how to write winning essays for various foundations and scholarly organizations that are putting out funding. And then if you've never seen the "Chicago Guide To Your Academic Career", this is also a nice publication that will talk to you a little bit about the various processes and concerns that you might need to consider as you're looking for dissertation support, etc. We also have a web page which I'm going to take you to
next that collects all of this information. Gives you a link to the Foundation Centers, grantspace.org - which I just talked about - gives you the links to the library databases, etc. We also have some of these scholarship and proposal writing books online as ebooks that you can check out or read. So I know nobody likes to come over here and read books the old-fashioned way anymore, so we are buying more and more and putting them online as well as we can. When it
comes to writing just a very few tips

make sure, and I can't emphasize this enough, make sure you follow the funder's guidelines meticulously. You know print them out, read them, highlight them, make sure you fully understand what it is they say they want included in the grant. And make sure you address every single thing they say they want to see. This is not the time to be super creative in terms of what you come up with. Give them what they want. That's really very very
important. So if they say they want to

hear about sustainability of your

project - you make sure you address that.

And sometimes those opportunities can

have a lot of very specific details that

eyou want you to touch on. They can even

be so detailed as to tell you what font

they want the proposal in. What size

they want the proposal in, etc. So you

need to make sure you know all of that

you don't want your proposal getting

thrown out because you know you went
over the page limit. Or you use the
wrong font. Federal agencies in
particular receive so many applications
that those first cuts are just based on
technical things. So they're not even
going to read to see if you gave them a
great proposal that's just one page over
the limit. Just one page over the limit
you don't make it to the first cut.
So there are a few exceptions but
generally don't put yourself into that
category of getting cut because you know
of a technical issue. Also if you can get
someone else to proofread it for you.

Because by the time you have written the
proposal you'll be pretty sick of the
topic, and you will have been staring at
it for probably way too long. And a lot
of things that are problematic you may
not see at that point. So if you can
let someone else look at it. It also
helps too if you get someone who's a
little bit out of your field. They'll be
able to catch any jargon that you may be
using that might be unfamiliar to the funder. So that's another thing to keep in mind. Once you submit your proposal again you have to remember there are people on the other end. It does not usually hurt to call, inquire (that) they got your proposal. That doesn't work with some of the larger funding agencies although even the larger funding agencies have program officers that can be very helpful.
even read drafts of proposals.

Like I've been working with a project here on campus called "The Colored Convention Project" and we worked very closely with the program officer for the National Endowment for Humanities who read our draft, gave us positive feedback critical feedback, and then you know we went back to the drawing board. And most of the agencies can do that if you give them enough time. So that's another thing to take advantage of. And you know be
nice to the person on the other end!

Remember again it's people-to-people. So you may be stressed out but try not to pass that stress on to the person on the other end of the phone or email. Lastly, don't get discouraged if you don't get that funding. There are a lot of really excellent proposals that don't get funded. And it's really just a matter of or it can be a matter of volume. There's just so many good proposals, limited dollars, yours may not get funded. If that
happens, by all means contact them. Thank

the agency for considering your proposal.

And ask them if you can get feedback

that on your proposal. A lot of times

you can go through, read the feedback and

decide whether or not you should reapply.

And sometimes the funder will encourage

you to reapply. If they encourage you to

reapply by all means do so. Because there

are a considerable number of grant

proposals that don't get funded the

first time but they do get that
consideration the second time. So you

know, don't give up. On the other hand if

you go through and you read the comments

and you see that your work is just way

out of scope of the funder you know

don't waste your time don't waste their

time. Move on to another organization and

start over. So

and if you do get the grant and it's

positive you know by all means you'll

start to work on developing that

relationship. You write a letter of
thanks. (Actually you do that whether or not you get funded or not.) And then you work with the funder to make sure that the award gets proper recognition. Because you know the funding agency likes to be appreciated and know that their work is appreciated. So that's basically where you take it from there. So I think that is the process from idea to submission. And let us now jump into the databases and see where you can take a look. [Written title: Continue workshop by viewing: Research Funding Online 2 (Databases) below]
[Written title: Continue workshop by viewing: Research Funding Online 2 (Databases) below]