



# How to Really Get a Grant

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## Introduction

This primer pushes beyond guidance into mastery. Each section includes expanded explanation, layered insight, and practical thinking models that mirror how experienced grant writers operate. Use this as both a reference and a training tool. Over time, your clarity, writing precision, and strategic thinking will improve, allowing you to compete at the highest level for funding opportunities.

## Elite Mindset & Strategy

Funders are choosing outcomes, not just artists. You must present your work as a reliable, impactful investment. Demonstrate clarity, reduce risk, and show alignment with broader cultural or community needs. Strong proposals reflect discipline, preparation, and awareness of context.

## Deep Project Development

Break your project into phases: planning, creation, presentation, and follow-up. Define deliverables, timeline, and audience impact. Anticipate challenges and present solutions. Focus on achievable scope and long-term value.

## Advanced Funder Alignment

Study funder mission statements, past awards, and strategic priorities. Align your proposal language with theirs. Highlight how your work advances their goals and fits their focus areas.

## **High-Level Writing**

Use clear, direct, and confident language. Replace weak phrases with strong, action-driven statements. Edit thoroughly and ensure consistency throughout your proposal.

## **Budget Mastery**

Provide a realistic, detailed budget. Align every cost with your project narrative. Include fair compensation and justify major expenses.

## **Execution & Track Record**

Show evidence of completed work. Use numbers and outcomes to demonstrate reliability. Highlight growth, consistency, and relevant experience.

## **Expanded Example Proposal**

I am requesting \$15,000 to produce a 20-piece exhibition exploring memory and aging. The project includes multiple exhibitions and workshops, engaging over 600 participants and reaching additional audiences online.

## **Donation & Impact**

Support from donors enables artists to create, exhibit, and engage communities. Contributions fund programs, grants, and long-term artistic development initiatives.

## Grant Builder Worksheet

**(Use this worksheet before writing any proposal.)**

Project Title:

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Funding Request:

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Deliverables:

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Audience (who/how many):

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Timeline:

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Impact:

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Budget Estimate:

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## **Winning Proposal — Individual**

I am requesting \$15,000 to produce a 20-piece mixed media exhibition exploring memory and aging.

The project includes two exhibitions and six workshops, engaging over 600 participants, with an additional 1,000 reached online.

Evaluation will include attendance tracking, participant feedback, and documentation.

This aligns with funder priorities in community engagement and senior arts support.

## **Winning Proposal — Program**

MITFA seeks \$50,000 to support the Evening Bloomers program serving 40 senior artists.

Program includes workshops, exhibitions, and digital training, generating 160 works and reaching 2,000 community members.

Evaluation includes participation tracking, sales outcomes, and audience metrics.

## **Winning Proposal — Community**

The Community Canvas Initiative will engage 300 residents in creating a public mural.

The project includes workshops and a public unveiling event with 500 attendees.

Impact includes community engagement, visibility, and lasting public art.

## **Budget Example**

Artist Fee: \$5,000

Materials: \$2,500

Venue: \$3,000

Marketing: \$1,500

Documentation: \$1,000

Total: \$13,000

Each cost aligns with execution and demonstrates planning.

## **Final Guidance**

Use this book as a system.

Apply consistently. Refine continuously. Track results.

Grant success is not accidental—it is built through clarity, structure, and persistence.

