

Connecticut Humanities Council

Heritage Revitalization Fund

Guidelines and Application Instructions

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How to Get Started

1. We invite you to **read these guidelines in their entirety** before proceeding with the grant application. Chances are you will find answers to most of your questions.
2. Be sure to **confirm your organization and project are eligible for funding** (see Section VI, below)
3. Complete all required information accurately. **Double-check all budget numbers.**
4. **Keep track** of requested supporting documents, General Funding Requirements (please see Section IX, below), and individual guidelines of the specific grant category under which you intend to apply.
5. Review the general Application Checklist **before** assembling the final proposal package.
6. Help is just a phone call away! If you have questions, don't hesitate to call CHC staff **well in advance** of the grant deadline. Heritage Department staff is eager to provide grant counseling and make your application as competitive as possible. They may be able to help you locate consultants and contractors and provide other knowledgeable advice and assistance.
7. **STRONGLY** consider **submitting a draft proposal for staff to review**; doing so can eliminate potential problems and result in more competitive applications. Proposal drafts must be submitted no later than **two weeks prior to the grant deadline** in order to allow for a careful review.
8. Be aware that **application deadlines are strictly enforced**. Staff is not able to grant extensions. Again, call for help in advance of the application due date.

I. The Heritage Revitalization Fund

Established in 1995 with support from the Connecticut General Assembly, the Connecticut Humanities Council's Cultural Heritage Development Fund has been a mainstay of Connecticut's cultural heritage community, providing over \$10 million to heritage organizations large and small for projects bringing Connecticut's rich heritage to the public.

Since then much has changed in the environment in which Connecticut heritage organizations operate. Changing audiences have placed new demands on our staff and programs. New media and new technologies are dramatically changing the way audiences now expect to experience leisure and learning. At the same time that audience expectations and the costs of meeting them are rising, public participation and public support are declining.

In 2006-2007 the Council convened a broad cross section of museum and heritage leaders to conduct a fundamental reassessment of the challenges currently faced by the state's heritage community and to re-structure our granting programs and direct services to address their changing needs.

The result is a new CHC granting program, the **Heritage Revitalization Fund (HRF)**. Announced in October 2007, the HRF will strengthen the CHC's traditional concern with effective public programming by assisting Connecticut's heritage organizations to better understand and serve their audiences. In addition, the new program will emphasize institutional reassessment and advancement to meet the challenges of a changing environment.

We seek to provide the state's heritage organizations with the capacity to step back from accustomed ways of fulfilling their mission and review "best thinking" and practices in the museum

field. The HRC encourages institutions to reexamine their connections with their audiences, their internal operations, business plans and the effectiveness of their public programming. Our primary goal is to assist the heritage community in translating those reassessments into a revitalized programming agenda that will enlarge and engage their audiences, bring Connecticut's rich history to a broader public and create a foundation for organizational stability and sustainable growth.

The Heritage Resource Center (HRC)

www.ctculture.org/hrc

The HRC serves as Connecticut's **trusted source** of authenticated relevant research, current thinking, and best practices that **encourage revitalization and nurture new business models** in the heritage community. The HRC **mediates, organizes, and distributes** the collective knowledge, experience, and contacts of the CHC and the field itself. It **facilitates dialogue** about and **deepens understanding** of how to organize operations around 21st century audience needs and expectations, how to strengthen leadership, and how to enhance financial stability.

II. Program Categories

A. Organizational Effectiveness

This grant line is intended to support **internal** efforts to improve their operations. Applicants may request CHC support for:

1. Audience Assessment

To improve the organization's understanding of who their key audiences are, what their needs and expectations are for heritage experiences, and how that understanding can be translated into effective organizational planning, administration and programming.

We invite proposals that address one or more of the following and identify ways that this new understanding can be incorporated into the organization's operations.

- Assess audience demographics, motivators and expectations through surveys and other audience research
- Conduct evaluations of visitor satisfaction and learning

Sample: Audience Assessment

The Old Town Museum proposes a **Planning** project with the goal of helping the museum better understand its current members and participants and positioning the museum to reach potential new audiences. This improved understanding of current and potential audiences will be used to plan programs and exhibits to better serve their interests. The OTM will hire an experienced consultant to help the museum team design the appropriate methods to gather data systematically and to train staff and volunteers to conduct the research. The survey process will cover a seven month period in order to collect sufficient visitor data to inform the museum's strategic planning for public programs. The consultant will analyze the survey data and provide a written report containing the analysis and recommendations.

2. Institutional Effectiveness

To strengthen their operations through business models that incorporate "best practices" for strategic planning.

We invite proposals that address one or more of the following and identify ways these new concepts can be incorporated in to the organization's operations:

- Create audience-based business plans organized around primary institutional strengths
- Create "partnerships of learning" connecting boards and staff to current developments in the profession, leading to institution-wide change
- Create strategies for community engagement
- Conduct audience-focused collections' assessment to create new programs using existing resources
- Train museum staff in methods of enhanced visitor experiences
- Link museum educators and classroom teachers to share curriculum goals, resources and instruction

Sample: Institutional Effectiveness

In its Strategic Plan, the Old Town Museum has identified an organizational goal to "create an audience-focused culture of collection access." Having identified the collections as the museum's primary institutional strength, the OTM seeks **Implementation** funding to improve visitor access to the collections. Visitor surveys have revealed their frustration with existing limitations on access to collections and knowledgeable staff. In this project, the OTM will create a Research Center staffed by curators, librarians and collections managers readily available during museum hours. In addition to reorganized space and staffing structures to focus on collections access for visitors, the project will also include training for staff to enhance visitor satisfaction with their museum experience.

3. Financial Stabilization

To enhance the fiscal health of Connecticut's heritage organizations through strategies for sustainability and managed growth.

We invite proposals that address one or more of the following and identify ways that this new strategy can be incorporated into the organization's operations

- Implement long-term financial planning strategies
- Review and improve fiscal management and accountability
- Review and adopt revenue enhancing and entrepreneurial initiatives

Sample: Financial Stabilization

The Old Town Museum seeks **Implementation** funding to provide extensive historical materials on its Website, in order to serve a range of audiences, and enhance the museum's financial stability. The OTM has already established extensive Web-access to its collections, following an in-depth analysis and catalogue of the collection. This new phase will organize these materials into levels of tiered access intended to provide a wide range of local historical and genealogical information useful for museum members, community members, the education community, researchers and genealogists. The tiered access will include fee-based access offering in this stage: 1) engaging downloadable pod casts featuring stories of Old Town history; 2) a searchable database of Old Town images which can be ordered, printed and shipped for delivery; and 3) an on-demand genealogical research service to be provided by museum staff. The OTM expects that the easy collections access and the responsiveness of the museum will increase the museum's membership, donor base and retail sales. Funding is sought to set up Web-based merchant functions along with safe and user-friendly point-of-sale customer transactions.

B. Community Impact

This grant line is intended to support an organization's **external** efforts to improve programming and outreach. Applicants may request support for:

1. Audience-focused Public Programs

To support the creation of powerful public programs that reflect the best of current practices, engage and excite audiences, and more fully connect heritage organizations with their communities. Programming collaborations with other heritage organizations are encouraged.

We invite proposals that reflect audience-centered planning, including:

(continued on page 6)

Sample: Audience-Focused Programs

In preparation for Old Town's 375th Anniversary, the Old Town Museum seeks a Discovery grant for activities designed to help OTM understand the types of anniversary events that will appeal to local audiences. Current thinking in the museum profession suggests that today's audiences are interested in seeing themselves and the contemporary world in museum programming. The OTM speculates that historical perspectives on the town's sense of place or community values, in the face of unprecedented growth in Old Town, might be a way of joining the past with current issues. Is there a role that OTM might play to facilitate these discussions? To begin the preliminary planning, the museum staff will review the popularity of past program topics and formats and will solicit program ideas from the membership and community. Then the museum will host a series of focus groups in a variety of community venues to connect with a broad cross-section of the community. The response will guide the development of the museum's programs for Old Town's Anniversary, and enhance its understanding of the ways the OTM can better reach community audiences.

- Public programs, such as exhibits, lectures, walking tours, interpretive brochures, conferences, workshops and other interpretive and educational programs for the public
- Video and digital media projects to improve the visitor experience
- New or enhanced institutional or thematic websites

2. Audience-focused Marketing

To create effective marketing initiatives for heritage programs and institutions.

We invite proposals that are designed to encourage community engagement, including

- Marketing strategies to reach targeted audiences
- New technologies to reach targeted audiences

Sample: Audience-Focused Marketing

Following the preparation of a strategic marketing plan, the Old Town Museum seeks **Implementation** funding to improve the museum's communication with members and potential affiliates using new technology. The museum will hire a consultant to revise the museum's Website to launch a monthly *e-newsletter* to inform subscribers of upcoming events, new merchandise in the gift shop and related events in the region. The consultant will also develop a Website blog so that visitors with special interests can have access to the curator and other specialists as well as other subscribers with similar interests. To extend the reach of these new initiatives, the museum will capture names outside of the current lists, and will attend a variety of community events to collect additional email addresses for the Web-access virtual community with interests allied to the OTM.

3. Audience-based Program Evaluation

To incorporate effective evaluation strategies to measure the impact of institutions and programs on our audiences.

We invite proposals that incorporate reliable measurements of audience response, including:

- Visitor satisfaction
- Visitor learning

Sample: Audience-Based Program Evaluation

Following the opening of a new permanent exhibit, the Old Town Museum requests **Implementation** funding to conduct a thorough evaluation of the visitors' reactions to the exhibit. The goal of the project is to see what aspects of the exhibit have been successful in meeting the visitor's interests and providing educational and entertaining experiences. Specific goals for audience impact were developed in the museum's planning for the exhibit, including expanded suburban attendance and increased family attendance. In addition, exhibit goals for visitor learning and visitor satisfaction will be tested during the evaluation. The evaluation will include four components: demographic data gathering at the entrance by museum reception staff, observation of the visitors in the gallery by trained consultants, intercept interviews with the visitors after they've experienced the exhibit, and gathering of visitor responses from several "visitor comment" stations built into the exhibit. A consultant will work with the museum staff to design the evaluation materials and will train the reception staff for their role in the evaluation process. The consultant will hire and supervise the visitor observers and conduct the intercept interviews. The consultant will prepare a final written report with the findings and recommendations. Lessons learned from the evaluation will be used to modify the exhibit, as needed, and will be shared with the field in museum meetings and through the CHC Heritage Resource Center.

III. Funds Available

Funds are available for the categories above at three stages of a project's development: **Discovery Grants** for Concept Development, **Planning Grants** to assist an organization prepare well developed project plans, and **Implementation Grants**. Applicants should select the funding category that best serves the stage of development of their project. All applications must demonstrate a 1:1 match (see page 12 for instruction).

A. Discovery Grants

- Funds Available: Up to \$10,000 per award
- Purpose: to enable an organization to develop the project's goals.
- Supported activities: Funds may be used to bring outside consultants and scholars in to assist in the conceptualization or research needed for a project, or to allow release time for the organization's staff to investigate "best practices" relevant to the proposed project.

Requests should be made for activities that lead to projects eligible for CHC Planning Grant support.

B. Planning Grants

- Funds Available: Up to \$35,000 per award
- Purpose: to produce well-developed project plans incorporating scholarly and audience input, detailed workplans and budgets, and well-constructed evaluation plans.
- Supported Activities: Funds may be used to bring in outside scholars and consultants to the planning efforts, to prepare interpretive humanities themes, to conduct audience research, to design detailed program activities and budgets, to prepare targeted marketing plans and to design appropriate visitor evaluation strategies.

Receipt of a Planning Grant does not guarantee Implementation support from the Council.

C. Implementation Grants

- Funds Available: Up to \$75,000
- Purpose: to produce sound projects based on detailed and thoughtful plans including
 - 1) scholarly input,
 - 2) audience input,
 - 3) detailed workplans and budgets
 - 4) targeted marketing plans and
 - 5) well-designed visitor evaluation methods.
- Implementation requests must demonstrate a third-party external match (see page 12 for instruction).

Applicants are encouraged to review the CHC Funding Priorities, the Application Checklist and the Special Requirements carefully while preparing their application.

IV. Funding Priorities

Proposals that address activities described in Section II will receive the highest priority for funding.

Proposals that address traditional activities of heritage organizations will still be eligible for funding, but will receive lower priority in the Council's consideration.

V. Application Procedures

Staff Support: Applicants are strongly urged to consult with Council staff in advance of submitting a formal application. Staff can assist organizations to prepare strong applications, and can reduce the time an applicant spends on proposals that may be ineligible for CHC funding. Samples of funded applications are available for applicant review. Staff will also review and comment on draft applications when those drafts are received at least two weeks before the application deadline.

Application Deadlines

- Proposals seeking more than \$5,000:
February 1, May 1, August 1, November 1
- Proposals seeking \$2,500 to \$5,000:
The first day of every month

When a deadline falls on a weekend or holiday, the deadline is the first working day that follows.

All applications and supporting materials are due in the CHC office no later than 5 pm on the day of the deadline.

Applications must be submitted at least 8 weeks before the project's starting date.

Application Forms are available on the CHC website: www.CtCulture.org.

Other Requirements

Signatures of the project director and fiscal agent must appear on the budget page. The signed application obligates the applicant to CHC policies and procedures.

VI. Eligibility

To be eligible for Heritage Revitalization Fund support, an **applicant** must

- Be incorporated in the state of Connecticut as a 501(c)(3) and governed by a board of directors that meet regularly to set policy OR as a city or municipality in the state of Connecticut
- Provide programs and/or services to the public a minimum of 120 days per year*
- Have been in public operation for a minimum of one year prior to applying for funding

The following **applicants** are ineligible for funding:

- Profit-making organizations or agencies of the State of Connecticut, including state universities and state parks
- Individuals (individuals interested in fellowships and stipends for individual research should contact the Division of Research Programs at the National Endowment for the Humanities, 202-606-8438. Web site: www.neh.gov)
- Organizations currently in noncompliance with CHC terms and conditions

The Heritage Revitalization Fund does not support the following kinds of projects and expenses:

- Projects advocating a particular political, philosophical, religious, or ideological point of view or a particular program of social action or change
- Projects intended primarily to create musical compositions, dance, paintings, sculpture, poetry, short stories, novels, or other artistic products that are not interpretive in nature (applicants interested in support for such projects should contact the Connecticut Commission on Culture and Tourism's Division of Arts, 860-256-2800. Web site: www.cultureandtourism.org)
- Renovation, restoration, and rehabilitation or construction of historic sites, (applicants interested in preservation grants should contact the Connecticut Trust for Historic Preservation, 203-562-6312. Web site: www.cttrust.org and the Connecticut Commission on Culture and Tourism's Division of History, 860-256-2800. Web site: www.cultureandtourism.org)
- Conservation treatment
- Endowment requests
- Individual fellowships, graduate education, or university-based projects that require participants to register for academic credit
- Acquisition of artifacts, works of art or documents
- Purchase of capital equipment greater than \$1,500
- Repayment of loans or debt service
- Costs associated with social events or fund-raising activities
- Purchase of food, refreshments, or catering services
- Retroactive funding (activities completed before the start of the proposed grant period)
- Undocumented expenses

* To meet this requirement, an organization may include open hours, research time (open hours and/or by appointment), special events, and monitored online services, or function as a professional service organization. Static Web pages such as calendars and listings may not be included in the calculation.

VII. Elements of the Proposal

A. Proposal Narrative

Applicants are urged to prepare a project narrative that describes the project and its relationship to the CHC priorities outlined in Section II. The narrative should be detailed enough for reviewers to form a complete understanding of the project's goals, activities and impact. Please answer the questions in order, as follows:

1. Organizational Description

What is the mission, history, and current audience of your organization?

2. Project Goals

What are your goals for this project? How will the project impact your organization and your audience? Why is your organization best suited to conduct this project? What will you produce at the completion of this stage of the project?

3. Project Planning

Describe the research into audiences, best practices and heritage concepts that you have undertaken to prepare for this project. Describe the humanities themes. Describe your audience for this project and how this project meets their interests. How have they been involved in planning this project?

4. Project Team

Who will work on this project? What are their specific responsibilities for this project? What are their particular qualifications for these tasks? Provide complete contact information (address, phone number and email) for all staff and consultants on this list, along with a resume for each no longer than 2 pages.

5. Work Plan

Describe each major task, the schedule for its completion and the team member responsible for its success.

6. Publicity and Marketing

How will you attract your target audience? Provide sufficient detail about these strategies to enable readers to consider whether these plans will be effective.

7. Evaluation

What is the short-term and long-term impact you expect this project to have on your audience? How will you know? Describe your evaluation strategies.

VIII. The Review Process

A. General Information

All applications received by the deadlines are reviewed initially by CHC staff for completeness and adherence to the specific grant category guidelines. Late, incomplete, and non-conforming applications will be rejected without further review; it is the applicant's responsibility to submit a complete application (see page 14 for checklist). Proposals are assigned a tracking number that should be used in all future correspondence. Staff then prepares a cover report that includes pertinent history of the project (previous funding history, milestones achieved, problems encountered, etc.) to the extent to which such information is known, and the perceived strengths and weaknesses of the proposal.

Applications and staff reports are then distributed to a review panel composed of Connecticut Humanities Council members and representatives of the cultural heritage community in the state. Panelists rotate annually. Panelists are asked to evaluate all proposals against the stated criteria (see above) and to achieve consensus on the merits of each. While CHC staff may be asked for clarification or to verify information, final approval of funding is the sole responsibility of the review panel. This panel delivers its recommendations to the full Connecticut Humanities Council, which makes all final

funding decisions. Grants are awarded on the basis of available funding as well as the merits of the individual application.

Applicants will be notified of their status approximately 6 weeks after submission of grants under \$5,000 and 12 weeks after quarterly submissions. Successful applicants will be invited to a Project Director's meeting and sent appropriate reporting materials and deadlines.

B. Ethical Standards

CHC staff, panelists, and Council members adhere to the applicable state guidelines on ethical standards. They abstain from commenting or voting on a particular request for funding if they have

- Any recent financial or governance relationship with the applicant organization or any person connected with the proposal
- Played or will play a meaningful role, other than general counseling, in the development or execution of the project

IX. Application Instructions

A. General Funding Requirements

The following requirements apply to all Heritage Revitalization Fund requests.

For contractual purposes, applicants must specify a Grant Period during which Heritage Granting Program funds may be expended. Please do not request a grant period start date prior to eight weeks from the application deadline. Grant funds **may not** be used to pay for activities that occur before the start of the grant period. Final reports are due 60 days after the conclusion of the Grant Period.

All Heritage Revitalization Fund awards must be matched dollar for dollar. Both in-kind contributions and cash offered by applicants and partners are allowable as match. Please see Budget Instructions,

below, for information on allowable costs and match.

All proposals must be signed by an applicant's authorizing official, project director (person in charge of overseeing the grant activities), and fiscal agent (person responsible for disbursement of funds and monitoring grant expenses). By signing the proposal, **these persons are jointly certifying** that the information contained therein is true and complete to the best of their knowledge, and that the applicant organization agrees to abide by the provisions of a subsequent grant contract should funding be awarded. Sample grant contracts are available for inspection upon request.

B. How to Apply

i. Cover Sheet instructions

Requests for funding under all Heritage Revitalization Fund categories should use the Cover Sheet included below.

1. Proposal title:

Please include a descriptive title (no more than 25 words) for your project.

2. Category:

Please check the Heritage Revitalization Fund initiative and category under which your proposal fits. If you have questions about as to which category your application falls into, please contact CHC staff for assistance.

3. Grant Period Requested:

Please select an appropriate timeframe within which to complete your grant activities. The grant period start date must be at least eight weeks after the proposal deadline. Be realistic in your expectations of how quickly you can achieve your goals, and allow enough time to get the job done. Applicants for Discovery grants should normally request a twelve-month grant period

or less. Applicants for Planning may request a grant period of no more than eighteen months. Applicants for Implementation Grants may request a grant period of up to two years.

4. Numerical Estimate of Target Audience:

Please estimate how many people your project will reach.

5. Institutional Budget Size:

Please indicate current annual operating budget.

6. Applicant Organization Information:

Please include all pertinent information about the legal entity that will be receiving grant funds should an award be made. To determine what kinds of organizations are eligible to apply for CHC funding, please see Section II, above.

7. Co-Applicant Organization Information:

If more than one organization is jointly applying for funding, please include all pertinent information. To determine what kinds of organizations are eligible to apply for CHC funding, please see Section IV, above.

8. Project Director Information:

All applications must specify an individual who will serve as Project Director. This person is required to sign the application and grant contract if funds are awarded. Please include all pertinent information as requested.

9. Project Co-Director Information:

If more than one person will jointly serve as Project Director, please include all pertinent information as requested. This person is required to sign the application and grant contract if funds are awarded.

10. Fiscal Agent Information:

Applicants are required to specify one individual who will be responsible for oversight of the expenditures of grant funds and for documentation and accounting of all grant expenses including match. This person should be familiar with generally accepted accounting principles and is required to sign the application and grant contract if funds are awarded. The same person may not serve as Project Director and Fiscal Agent.

11. Public Relations Contact Information:

Applicants are required to specify one individual who will be responsible for public promotion of the grant project. Please include all pertinent information.

12. Funding Profile:

Please include a summary of the grant request and matching funds. These totals must match the information included on the Budget Summary Form, below.

ii. Budget Instructions

All proposals must include a **detailed Budget Explanation in spreadsheet format** that clearly names each proposed grant expense and identifies it as either a funding request or matching contribution. Applicants are encouraged to contact CHC staff for assistance in developing the budget explanation as needed.

The Heritage Revitalization Fund may cover the following kinds of expenses:

- Staff salaries and wages directly related to the project
- Staff travel directly related to the project
- Honoraria and travel for speakers, consultants, and other outside professionals hired to conduct the project
- Technical services such as Web site hosting

- Supplies to be used in the project such as recording media (audio/videotape, digital media, etc.), archival storage materials, office supplies, and materials for educational programs, up to 40% of the grant request
- Equipment, software, and purchased intellectual property up to \$500 per item
- Equipment rental directly related to the project
- Photocopying, typesetting, printing, and binding
- Production of promotional or advertising material
- Advertising and marketing expenses
- Evaluation expenses

If you are unsure about whether a particular expense may be covered by grant funds, please contact CHC staff prior to submitting an application.

Implementation Grants (described above) **between \$5,000 and \$25,000 must demonstrate a 25% cash match from external funding sources** (i.e. a request for \$20,000 would need to demonstrate a \$5,000 external match). Implementation Grants **over \$25,000 must demonstrate a 50% cash match from external/ third-party sources with certification and copy(s) of the checks** (i.e. \$50,000 request would need to demonstrate a \$25,000 external match.) Note: Any money from the State of Connecticut (including grant monies from the Commission on Culture and Tourism) may not be used to match HRF requests.

In-kind matching contributions may consist of:

- Donated services, including volunteer time
- Donated materials and supplies
- Donated equipment
- Loans of equipment and rental space

from entities eligible to receive CHC funding (for eligibility requirements, please see Section IV, above, or contact CHC staff)

- differential for discounted goods and services

Cash matching contributions may consist of:

- Salaries and wages of applicant and partner staff
- Consultant fees
- Purchase of materials and supplies
- Purchase of equipment
- Equipment and space rental fees
- Contracted services
- Catering and refreshments
- Other cash expenses incurred by the applicant and/or partners during the course of the grant period and directly related to the grant project

All proposed consultant fees, contracted services, staffing costs, and equipment purchases including match contributions must be supported by documentation such as vendor price quotes that clearly describe the services to be provided and rates charged, estimates of staffing costs (pay rate x number of hours), and evidence of fair market value of equipment (vendor price sheets, catalogs, Internet quotes, etc.). Applicants should use a fair estimate of hourly value of volunteer time. Automobile travel must be calculated at the current Federal reimbursement rate. Train and air travel must be calculated at coach rates only.

Applicants should use the format on page 13 to develop their Budget Explanation.

Expense	CHC grant funds requested	External funders cash contribution	Sponsor cash contribution	Sponsor in-kind contribution	Total
Personnel					
Salary Executive Director: 50 hrs @ \$35/hr Other staff: 300 hrs. @ \$25/hr Volunteers: 5 x 30 hrs @ \$25/hr	\$1,750.00 \$3,750.00		\$3,750.00	\$3,750.00	\$1,750.00 \$7,500.00 \$3,750.00
Honoraria					
Consultant #1: 25 hrs @ \$50/hr Consultant # 2: 15 hrs @ \$50/hr Consultant # 3 (volunteer): 25 hrs @ \$50/hr	\$1,250.00 \$750.00			\$1,250.00	\$1,250.00 \$750.00 \$1250.00
Travel					
Consultant #1: 100 miles @ \$.485/mi Consultant #2: Airfare & hotel Consultant #3: 150 miles @ \$.485/mi	\$48.50 \$450.00 \$72.75				\$48.50 \$450.00 \$72.75
Supplies					
Conservation supplies Software	\$100.00 \$500.00		\$100.00 \$330.00		\$200.00 \$830.00
Rental					
Scanner rental - donated Meeting space	\$150.00		\$150.00	\$200.00	\$200.00 \$300.00
Postage					
Promotional mailing: 1000 pcs @ \$.41 ea Newsletter mailing: 500 pcs @ \$.73 ea	\$410.00		\$365.00		\$410.00 \$365.00
Telephone					
6 mos @ \$35/mo				\$210.00	\$210.00
Printing					
Promotional postcard: 1000 pcs @ \$.30 each Newsletter: 500 pcs @ \$1.25 ea	\$300.00		\$625.00		\$300.00 \$625.00
Promotion					
Advertising in local paper – donated				\$500.00	\$500.00
Evaluation					
Education staff review: 10 hrs @ \$25/hr			\$250.00		\$250.00
Other					
Refreshments for reception: 100 people @ \$2.50/person			\$250.00		\$250.00
Totals	\$9,531.25		\$5,820.00	\$5,910.00	\$21,261.25

iii. Proposal Abstract

Applicants should include a proposal abstract of no more than 500 words on a separate sheet of paper. This abstract should specify

- The amount of funding requested
- The amount of matching contribution
- The purpose of the request (include dates of key activities as applicable)
- Who the intended audience(s) is and how they will benefit
- How the application meets the CHC's granting priorities for 2007-2008

Generally, the proposal abstract should be written after the rest of the application is complete. For assistance or examples, please contact the CHC staff.

C. Assembling the Application Package

All narratives must be typed single-spaced with no smaller than 12 pt font and a minimum of 1" margins on all sides. Pages must be numbered consecutively. **Do not use binders, notebooks, spirals, plastic sleeves, pocket folders or staples.** Proposals must be clipped with either paper clips or binder clips.

It is the applicant's responsibility to present a complete proposal for review. The CHC will not contact applicants in regard to missing portions of proposals. Applicants should note that incomplete proposals are rarely successful.

Do not submit originals of any support material. If you have questions about the suitability of any material you are considering as support, please contact CHC staff.

Applicants must mark the **original, signed copy** of their proposal and attach to it

- Board resolution authorizing proposal if available
- Current list of applicant's board of directors with addresses and affiliations
- Current operating budget
- Most recent financial statement of

position (audited if available)

- IRS 501(c)(3) determination letter or articles of incorporation

For requests **over \$5,000** applicants must provide the **original AND twenty-three copies** of the completed proposal. For requests **up to \$5,000** applicants must provide the **original AND seven copies** of the completed proposal.

D. Application Checklist

Please attach and sign the following Checklist to

CHC Heritage Revitalization Fund Application Checklist

- Cover Sheet
- Budget Summary Form
- Budget Detail
- Proposal Abstract
- Narrative
- Resumes of project personnel
- Support materials
- Required attachments

Attached to **original proposal only:**

- Board resolution (if available)
- List of board of directors
- Current operating budget
- Most recent statement of financial position
- IRS 501(c)(3) determination letter

your proposal:

X. Strategies for Preparing a Competitive Application

The CHC's application process is extremely competitive. Keep these suggestions in mind as you prepare your application:

- **Do your homework.** Read the guidelines thoroughly before beginning work on your application package. Even if you are a returning applicant, changes are introduced into the process every year. Contact CHC staff well in advance of the deadline and ask questions. You can also make an appointment to meet with staff and read sample proposals.
- **Organize your thoughts.** Read the Evaluation Criteria and Application Narrative questions, and then create an outline to help you address all of the questions.
- **Write clearly.** Your narrative must deliver critical ideas quickly and easily. Eliminate wordiness. Present key thoughts simply and avoid repetition.
- **Don't assume anything.** Write your application for a reviewer who does not know you, your organization, or its history. If you have applied successfully to CHC

in the past, do not assume you can use the same application, or that the review panel is familiar with your organization.

- **Provide enough information.** Answer all questions thoroughly and don't raise questions that your application doesn't answer. Incomplete information can jeopardize your review.
- **Be realistic in presenting your case.** Take care that in your enthusiasm for your organization you do not overstate projected outcomes or the basic facts. Does your proposal accurately present your organization? Does your budget reflect your programming activity and organizational goals?
- **Revise and edit.** Once you've completed a draft, put it away. Read it later... or better yet, give it to someone else unconnected with the project to read. Ask for a critical review; have you addressed the evaluation criteria completely and clearly?



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