



NEW JERSEY COUNCIL FOR THE HUMANITIES

Creating an Outstanding Proposal

Agenda

- Application Components
- What Makes a Competitive Proposal?
- Sample Proposal
- Breakout Room Activities
- Why Proposals Are Not Funded

Application Components

- Project Period
- Narrative
- Budget
- Humanities Scholar and Project Team
- Attachments
- Watch *Applying for an NJCH Grant* on YouTube

What Makes a Competitive Proposal?

- Matches funding priorities
- Follows guidelines
- Clear project description – the “what”
- Value to audience – the “why” part 1
- Value to organization – the “why” part 2

Why are you doing **THIS**?

Why are **YOU** doing this?

Starting Your Application

1. Describe the project
2. Outline your budget
3. Outline your narrative

Roebling Museum

To Be Good Neighbors

The community urged us to preserve a house across from the museum, an authentic example of 20th century industrial immigrant workforce housing within a company town. Now that we own it, how might we use this opportunity to create connection and growth in our community?

To Be Good Neighbors

- Research community engagement practices
- Develop community engagement strategy
- Community outreach
- Synthesize findings
- Create plan

	NJCH Request	Cash Match	In-Kind Match	Request + Total Match
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PROJECT PERSONNEL

Staff, Executive Director 30%	\$3,400	\$16,100		\$19,500
Consultant (Sarah Pharaon)	\$5,000			\$5,000
Consultant (Michelle Moon)	\$5,000			\$5,000

TRAVEL & LODGING

				\$0
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SUPPLIES & SERVICES

Supplies	\$600			\$600
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INDIRECT COSTS

Admin, overhead, etc.	\$1,000			\$1,000
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TOTAL	\$15,000	\$16,100	\$0	\$31,100
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Breakout Room 1

Create a Project Description

Assigning Value

- Market value of goods and services
- Don't underestimate volunteer time
- Do your best to provide realistic estimates

Breakout Room 2

Assign Value

What You Need to Know

- Who is the project for? How are they involved?
- What is the problem or need being addressed?
- Why your organization?
- What will you have at the end?
- What does success look like?

Why Proposals Are Not Funded

- Lacks significant humanities focus
- Does not have a public focus
- Does not involve the audience and/or does not match our audience priorities

Why Proposals Are Not Funded

- Narrative and budget don't match
- Lack of clarity on what the project will do
(especially with Action Grants)
- “The Passion Problem”

#1 Reason Proposals Are
Not Funded

#1 Reason Proposals Are Not Funded

We run out of funding!

Other Considerations

- Avoid superlatives
- Depth is better than breadth
- “Because this might be gone” is not enough

Important Dates

- Final Application Deadline: April 21, 2022 at 11:59pm
- Notification of Awards: by June 30, 2022

Contact Information

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