

Grant Writing 101

FOR MUSICIANS

www.secondlinearts.org



SECOND LINE ARTS COLLECTIVE

- 501(c)(3)
- Founded in 2017
- Music Education from Recess to Record Deals
- [Sanaa Music Workshop](#)
- [Little Stompers](#)
- www.secondlinearts.org
- [Donate Here](#)



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GREGORY AGID

- Clarinet, Saxophone, Band Leader, Sideman, Educator
- Played with Delfeayo Marsalis, Michael Bubl , Gregory Agid Quartet, Freelance musician
- Performing professionally since 2009
- Taught at NOCCA, Tulane University, Warren Easton Charter high school
- Co-founder of Second Line Arts



www.gregoryagid.com

TOM MAYER

- **Internet Archive-** Development Coordinator
- **Second Line Arts Collective-** Operations Coordinator
- Grant Writing
- Fundraising
- Masters of Arts- Global Creative and Cultural Industries
- Bachelors of Arts- Ethnomusicology



AGENDA

- Introduction
- What is a grant?
- Benefits and drawbacks of seeking funding through grants
- What grants ask for
- Writing tips and best practices
- High quality grants for musicians and where to find more
- Prospect research practice time

AGENDA

- **You will leave today with:**
 - A list of great grants for musicians
 - Experience researching a grant opportunity
 - A sample budget for reference
 - At least one upcoming grant opportunity scheduled in your calendar

WHAT IS AN ARTIST GRANT?



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WHAT IS AN ARTIST GRANT?

- **What is an Artist Grant?**

- Grants are sums of money awarded by nonprofits, personal and corporate philanthropies, and institutions.
- For artists, this means that grants can help you attend a residency, rent a theater, record an album, hire audio engineers, and more. Grants can be awarded to individuals or to groups or organizations.

WHAT IS AN ARTIST GRANT?

- **Grant Stipulations**

- Many grants have specific stipulations, i.e. “Funds can only be used to pay for travel expenses,” or “This grant can only be applied to artist salaries.”
- Be aware that many grants also have a reporting component: The funder will want to know how you spent their money and require a follow up report upon completion of your work

WHAT IS AN ARTIST GRANT?

- **Why Write a Grant?**

- Securing a large grant can be career changing.
 - You can pay for an entire tour or a full album recording without taking on any debt. A grant is not a loan, the money does not have to be repaid.
- The more grants you write, the easier it gets.
 - You become more familiar with what to write and can take some very useful shortcuts to write grants quickly (more on that later)

WHAT TO KNOW BEFORE YOU START WRITING

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- **Grants are often extremely competitive.**
 - A success rate of 30% is average for professional grant-writers.
 - Sometimes partial grants will be awarded

WHAT TO KNOW BEFORE YOU START WRITING

- **Grants can be very narrow in their scope**
 - Arts New Orleans **More Joy** grants are for Mardi Gras Indians and Social Aid & Pleasure Clubs only.
 - South Arts **Express Grants** are for communities of 50,000 or less
 - Funds from the Copland Fund Recording Program Grant can only be applied towards the cost of professional studio recording.
- **Some funders will not consider the same applicant two years in a row.**

WHAT DO GRANTS ASK FOR?

WHAT DO GRANTS ASK FOR?

- **Grants are often narrative based.**
 - That means they ask for lots of descriptions and paragraphs of information.
- **Common grant questions (these are all real)**
 - Outline the full scope of residency activities, including what creative work, public performance, and community engagements are included (2500 characters)
 - Describe how this tour will have an impact on your career and/or artistic development (1500 characters)
 - Music Impact: Describe how you think or hope that your music affects people who come to see it performed live (2500 characters)

WHAT DO GRANTS ASK FOR?

- **Letter of Intent (LOI)**
 - Some grants will ask for a letter of intent (LOI)
 - An LOI should be thought of as a mini-grant proposal where you hit each of the points generally required in a full proposal. It is your one or two page elevator pitch that needs to include, very briefly your background, needs, goals, activities, evaluation plan, and budget.
- **Project Budget**
- **Letters of recommendation from partners**
 - For musicians this could be venues, audio engineers, bandmates, tour manager
- **Work samples**
 - Audio recordings
 - Video recordings

GRANT WRITING TIPS



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GRANT WRITING TIPS

- Follow the instructions.
- Many popular grants will have FAQs, eligibility information, and program requirements. Always read them to make sure you are applying for the right type of grant.
- Some grants will provide a PDF version of the application for you to review. This is incredibly helpful for planning and budgeting time.
- If possible, create a personal connection with the grant officer or committee (the folks who offer the grant and the people who read applications for funding). Attend any webinars, office hours, or other informational sessions offered.
 - Email in your questions

GRANT WRITING TIPS

- Grant reviewers appreciate brevity. No novellas, please
- Should you use ChatGPT? Yes*
 - ChatGPT is a calculator for the English language. Use it, but use your own skills too.
 - Feel free to use it as a tool to create your first draft
 - Do not submit ChatGPT-generated answers without proofreading it and making it your own

GRANT WRITING TIPS

- **Use data**
 - Funders love data.
 - Number of IG followers/Tiktok views
 - Number of cities/countries that have streamed your music
 - Gender ratio of your streaming audience
 - Approx. number of live audience members on your last tour
 - Sales/streaming numbers from your last album
- Whether you are awarded the grant or not, ask for feedback

NUMBER ONE RULE OF GRANT WRITING



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THE NUMBER ONE RULE OF GRANT WRITING

NEVER write your answers directly into an online grant portal

THE NUMBER ONE RULE OF GRANT WRITING

- **The number one rule of grant writing is NEVER write your answers directly into an online grant portal**
 - Always write your entire grant in a google doc that autosaves.
 - Copy and paste your completed grant responses into the grant platform

HIGH QUALITY GRANT WRITING OPPORTUNITIES



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HIGH QUALITY GRANT WRITING OPPORTUNITIES

- **New Music USA [New Music Creator Fund](#)**
 - Up to \$5000 for Individual Music Creators in any genre
 - For musicians who need support reaching the next level in their career
 - Applications open in Mid December
- **South Arts [Jazz Roads Tours](#)**
 - Up to \$15,000 to offset all typical costs of touring
 - There are multiple application windows each year
 - June 1st 2024 (tight!) and October 1st (much more time).
 - All US based musicians are eligible.

HIGH QUALITY GRANT WRITING OPPORTUNITIES

- Grants in New Orleans
- Threadheads Cultural Foundation
 - Supports musicians, artists, future musicians and artists, and others
 - involved in endeavors relating to music
 - Up to \$6000
 - Applications open in October
- Louisiana Project Grants
 - Up to \$7500 in LA (\$5000 in NOLA)
 - Must show how the project accounts for the population of the region and promotes DEIA
 - Focus on learning as an outcome as well as quantitative outcomes
 - Cross-parish partnerships between larger, urban organizations and their rural counterparts or vice versa
 - Individuals encouraged to apply via a fiscal agent

HIGH QUALITY GRANT WRITING OPPORTUNITIES

- Grants in New Orleans
- Jazz and Heritage Community Partnership Grants
 - Up to \$5,000
 - Very high award rate
 - **Categories**
 - *Jazz & Heritage In-School Education Programs in Music, Arts, and Cultural Traditions:*
 - *Jazz & Heritage After-School and Summer Education Programs in Music, Arts, and Cultural Traditions:*
 - *Jazz & Heritage Presenting: Festivals and Concerts in Music and Performing Arts:*
 - *Jazz & Heritage Media – Documentation + Creation (**open to individuals**).*
 - supports the creation, documentation, or exhibition of artworks that reflect, interpret, document, or preserve the indigenous culture of Louisiana.

FISCAL SPONSORSHIP

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- **Fiscal agent**
 - a nonprofit organization, acting on behalf of a sub-applicant, assuming responsibility for the legal and fiscal management of funds granted for use by a sub-applicant (that's you)
- Many grants are open only to 501(c)3 non-profit organizations, but not individuals. You can still apply for these grants in partnership with a nonprofit.
- The fiscal sponsor usually charges between 3%-10% of the total grant funds to cover administrative costs. You CAN include this cost in your proposed budget if using a fiscal agent
- MACCNO offers fiscal sponsorships to individuals free of charge. Reach out to mailings@maccno.com to start that conversation

BUDGET

B U D G E T

- **Every grant I have ever applied to has required a budget.**
 - How much money are you requesting?
 - What will you spend the money on?
 - Line Item budget
 - When will you spend the money by?

BUDGET

Artist Salaries/Fees (for time/creative development)	
Primary Artist	
Additional Personnel	
Collaborating Artist	
Subtotal: (automatically calculated)	\$0
Artist Fees (for paid engagements and/or community engagement activities, if applicable)	
Primary Artist	
Additional Personnel	
Collaborating Artist	
Subtotal: (automatically calculated)	\$0
Travel	
Primary Artist	
Additional Personnel	
Collaborating Artist	
Subtotal: (automatically calculated)	\$0
Hotels/Meals	
Primary Artist	
Additional Personnel	
Collaborating Artist	
Subtotal: (automatically calculated)	\$0
Production	
Studio (or other workspace) rental	
Backline and/or additional equipment rental	
Sound recording and/or video production equipment and engineering	
Technology (hardware/software)	
Supplies and materials	
Shipping	
Fees, licenses and permits	
Additional expenses	
Subtotal: (automatically calculated)	\$0

BUDGET

- [Sample Budget for a Recording Project](#)
- Make a copy and practice creating a budget for an upcoming project

2024 Sample Budget for Recording Project			
Expenses	Unit/Day Rate	Quantity/Days Needed	Cost
Studio Rental	\$1,250	4	\$5,000
Mixing Engineer	\$500	3	\$1,500
Mastering Per Track	\$150	10	\$1,500
Band Leader Rate	\$1,000	3	\$3,000
Studio Assistant	\$300	3	\$900
Musician: Piano	\$500	3	\$1,500
Musician: Bass	\$500	3	\$1,500
Musician: Drums	\$500	3	\$1,500
Musician: Saxophone	\$500	3	\$1,500
Guest Artist	\$500	1	\$500
Guest Artist	\$500	1	\$500
Photographer	\$500	1	\$500
Videographer	\$1,000	1	\$1,000
Catering	\$300	3	\$900
Graphic Designer	\$1,500	1	\$1,500
Digital Distribution	\$500	1	\$500
CD Printing	\$1,500	1	\$1,500
Radio Promotion	\$3,000	1	\$3,000
Public Relations Specialist	\$5,000	1	\$5,000
Total Project Cost			\$32,800

PROSPECT RESEARCH



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PROSPECT RESEARCH






- **What are the requirements of this grant?**
 - Who can apply?
 - What are the restrictions/what can I spend this money on?
- **Background on the funder**
 - What are they about? What are their core values?
- **How many steps or stages?**
- **What are the due dates?**
- **When do I have to produce the project or program by?**
- **Monitoring and progress reporting**


PROSPECT RESEARCH


- **New Orleans Tourism and Cultural Fund**
- **South Arts Individual Artist Career Opportunity Grants**
- **NewMusic USA Creator Fund**
- **Foundation for Contemporary Arts Emergency Grant**
- **Pathways to Jazz**


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CALENDAR ONE GRANT WE REVIEWED TODAY









**Probono publico due June 30**
Friday, May 31


 [Invite via link](#)





The day before at 11:30pm
The day before at 4:50pm, as email

 Tom Mayer




**Probono publico due**
Sunday, June 30

 [Invite via link](#)



The day before at 11:30pm
The day before at 4:50pm, as email

 Tom Mayer

Resources



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RESOURCES

- [List of Artist Grants](#)
- [MACCNO Financial Resources for Artists](#)
- [Artist Trust List of National Funders for Individual Artists](#)
- [Candid List of Grants for Musicians](#)
- [Next Jazz Legacy for female and nonbinary artists](#) (fellowship)
- [Sample Budget](#)

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Thank you!

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