



National Trust *for* Historic Preservation

Preservation
Leadership Forum

Grant Writing Strategies

**Navigating the Unexpected: Fundraising and Job Searching
Strategies for Historic Preservationists**

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Featuring:

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- Haley Powell Kelly, Associate Director of Institutional Giving, National Trust for Historic Preservation

Finding Funders

- Set aside time
- Start local
- Look to your peers
- Search your network
- Candid:
 - Foundation Directory Online or Grant Select– ask your public library!
 - Guidestar – free to sign up

Finding Funders

- Connect your mission and/or project to theirs
- Pay attention to philanthropic interest
- Align the amount
- Read the restrictions – what they fund and don't fund
- Reach out

Common Proposal Components

- Organization History, Mission, Current Work
- Problem Statement/Statement of Need
- Goals and Objectives
- Workplan – Who, What, When, Where, How
- Evaluation and Sustainability
- Budget
- Attachments

General Tips

- Every component needs to tell the same story
- Proofread!!
- Provide qualitative and quantitative evidence
- Practice good stewardship
- Avoid jargon, define acronyms, never make assumptions
- Don't wait until the last minute
- Don't rely on spellcheck/AI
- Don't take rejection personally

Grant Writing Resources

- [Candid.org](#) and other free online classes
- [Guide to Proposal Writing](#), The Foundation Center (Amazon)
- [Winning Grants Step by Step](#), O'Neal-McElrath, et al. (Bookshop)
- [Fundraising for Social Change](#), Klein (Bookshop)

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