

# Visual Arts Project Grant -- Application Content Tips

- **Brief Project Summary**

- Who, what, where, when, why.
- A brief paragraph that outlines what you aim to do, how long it will take, how much grant support you seek, and other essential details.
- **NOTE:** The “Brief Project Description” on the application form must be no more than 10 words. For example:
  - Art Production: studio production for exhibition
  - Training: attend BFA program, ACAD, Calgary

- **Project Objectives / Project Description**

- Overall project objectives – your artistic vision and project objectives – for example: what aim to explore in content and form, develop through a course, market at a festival/conference, etc. Identify possible artistic or logistic challenges you may encounter with this project. How might you address such challenges?
- For **Art Production** or **Research** applications, provide a schedule that indicates how the project will be completed within the project start & end dates you provide on the application form. Remember: you cannot begin your project before submitting your application.
- For **Training and Career Development** applications, provide an outline of the course objectives and outcomes and identify your specific objectives within that course. Also include:
  - proof of acceptance, the institution’s course description, and a program schedule; OR
  - provide the institution’s course description and a program schedule for each of the three program alternates you provide (along with a budget for each).
- For **Marketing** applications, provide a detailed marketing plan that includes (in as much detail as possible) an itinerary for exhibition opening/tour, including confirmed and/or tentative locations and dates. Also define in your marketing plan your audience and how you propose connecting with that audience.
- For **Commissions**, a plan and schedule for the production of the commissioned work, as well as a signed contract between you, the applicant, and the commissioner.
- Outline how this project will benefit your growth as an artist. Indicate what brought you to this stage in your career (outline what have you done to date), why you are taking on this project now, and where you hope this specific project will take you in terms of your artistic goals.

- **Budget**
  - Provide a balanced, detailed budget (consult templates provided).
  - Ensure your budget relates clearly to the project as you define it and provide budget notes, if necessary.
  
- **Biographical Information**
  - Include your current resume, but tailor it to the discipline.
  - Include resumes of other principals, if applicable.
  
- **Attachments / Support Materials**
  - A maximum of 10 digital images of works created in the last five years, required for all applicants (provide SASE for the return of such material if you wish it returned).
  - Invitations or itineraries (Marketing or Research application).
  - Reference letters (particularly useful for emerging artists).
  - A completed and signed contract with the commissioner.

## TEN TIPS FOR AFA GRANT WRITING

1. Grant applications are straightforward to follow, but time-consuming. Don't wait until the last minute to send in an application, as you may find yourself rushing around to make photocopies or prepare a disk of images or video sample and are more likely to make mistakes or miss a part of the application.
2. Always read guidelines and instructions carefully and follow them to the letter. Always submit a grant on time and in the requested format. There is no penalty for getting your application in before the deadline.
3. Don't try to make the grantor's program fit what you want to do. Your program must be in line with the guidelines.
4. Keep your goals realistic! Grantors want to fund projects that will be successful and will ask you to show that you met your goals.
5. Be creative and compelling, but concise and clear. Grants are won or lost on the quality of ideas proposed, not the volume of words presented.
6. Have clearly definable objectives for your project. For example: How might you define the audience for your project? How might your project meet your broader (i.e. educational) goals?
7. Propose a reasonable, detailed budget and timetable. Do your homework on costs prior to submitting your application.
8. Clarity! Have someone you trust, preferably with good writing skills, read and critique your application. Does your proposal clearly define your project to someone who does not know you?
9. Proofread! Spelling and grammar errors do not convey a positive or professional image.
10. Follow-up with the arts development consultant. With enough lead time, the discipline consultant will be able to review and critique your application.