

# ***INTRODUCTION TO GRANT WRITING IN THE ARTS*** ***AMGT 471***

**George Mason University – Fall 2017 Syllabus**

**Location: Arlington Campus – Founders Hall – Room 322**

**Fridays 4:30-7:10 pm – 5 classes per semester**

**Classes held on Fridays: September 1, 8, 15, 22, and 29.**

**Instructor:** Professor Debra H. Smyers  
College of Visual and Performing Arts (CVPA)  
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Office Hours: By Appointment and After Class

## **Course Catalog Description: 471 Grant Writing in the Arts 1 credit**

*“Prerequisite: Admission to arts management program or permission of instructor.”*

Places components of grant-writing process within broader context of nonprofit management. Introduction to perspectives of grant seeker and maker. The grant-writing process: research, proposal writing, terminology, oral and written techniques, and specific focus. Discover resources and compelling writing skills pertaining to proposal and letters of intent.

## **Course Overview and Desired Outcomes**

The purpose of the course is to assist students in the development of the tools and techniques necessary for successful grant writing and the understanding of the grant process paradigm. Students will be introduced to a wide range of grant writing terminology, techniques and resources. In addition, knowledge will be gained in understanding the intersections of successful grants in relation to mission, vision and values; organizational structure and function; budget and finance; public relations and marketing; fundraising and development; networking; and grant review panels.

## **Framing Question as an Evaluation Tool**

Are the mission, vision and values of the arts organizations we are seeking funding for, clearly defined and resonated throughout all aspects of the grant and in our networking?

## **Texts**

1. Karsh, Ellen, and Arlen Sue Fox. The Only Grant-Writing Book You'll Ever Need. New York: Basic Books, 2014.
2. Rosenberg, Gigi The Artist's Guide to Grant Writing. New York: Watson-Guptill Publications, 2010.

## **Additional Materials and Resources**

- Arts Management Lexicon
- The Foundation Center [www.foundationcenter.org](http://www.foundationcenter.org)
- Mid-Atlantic Arts Foundation [www.midatlanticarts.org](http://www.midatlanticarts.org)
- Virginia Commission for the Arts [www.arts.virginia.gov](http://www.arts.virginia.gov)

## **Learning Objectives and Measurable Outcomes for Students**

- Create a SWOT analysis of the arts organization to strengthen the grant.
- Gain knowledge and understanding of the grant process paradigm.
- Comprehend mission, vision, and value statements and their core importance to the grant writing process.
- Understand the importance of internal and external environments as to how they relate to the grant writing process.
- Increase networking skills.
- Analyze models and structures of actual grants.
- Apply assessment, management, and leadership skills to the grant process.
- Write a grant based on an arts organization.

## **Course Requirements and Responsibilities**

### **1. Readings, Attendance, and General Participation**

All assigned readings are to be completed. Attendance, participation in discussion and knowledge of readings is imperative. 10% of grade.

### **2. SWOT Analysis**

Understanding the arts organization is crucial for grant writing. 15% of grade.

### **3. Written Grant**

Completing one full assigned grant with all attachments.  
30% of grade.

### **4. Final Presentation of Written Grant**

Presenting an 8 minute presentation of the written grant form to the “grant panel”.  
25% of grade.

### **5. Grant Review Panel**

Evaluating, scoring, and giving feedback to grants presented. 20% of grade.

STUDENTS ARE REQUESTED TO SUBMIT QUESTIONS,  
CORRESPONDENCE, AND WORK VIA EMAIL IN  
ONE EMAIL CHAIN PER STUDENT FOR THE SEMESTER  
USING THE SUBJECT:

AMGT (class section of 471 or 511) – Your FIRST NAME, Your LAST NAME

Example:

**AMGT 511 – SUSAN JONES**

## Schedule

1. **Week 1 (09.01.17) Introduction and Matching Projects to Valued Mission**  
Introduction to course.  
Student introductions, skill sets, and goals.  
Declare choice of arts organization and designate type of grant.  
Review grant forms.  
Prepare for next session: Reading/skimming for pertinent information from
  - Karsh and Fox textbook: Table of Contents through end of Lesson 10.
  - First half of Rosenberg textbook.
  
2. **Week 2 (09.08.17) Tackling the Blank Page**  
Prepare for next session: Reading/skimming for pertinent information from
  - Karsh and Fox textbook: Lesson 11 through end of Lesson 14.
  - Second half of Rosenberg textbook.
  
3. **Week 3 (09.15.17) Assembling the Grant**  
Prepare for next session: Reading/skimming for pertinent information from
  - Karsh and Fox textbook: Lesson 15 - end of book including appendices.
  
4. **Week 4 (09.22.17) Grant Presentations and Grant Review Panel**  
*Grant Presentations and Grant Review Panel*
  
5. **Week 5 (09.29.17) Grant Presentations and Grant Review Panel**  
*Grant Presentations and Grant Review Panel*

### **Policies and Practices:**

GMU Honor Code: To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code: ***Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.***

GMU student information and resources: <http://www.gmu.edu/mlstudents/>

### **If you are a student with a disability and you need academic**

**accommodations** please see me and contact the Disability Resource Center (DRC) at 703.993.2474. All academic accommodations must be arranged through that office. Students must inform the instructor at the beginning of the semester, and the specific accommodation will be arranged through the Disability Resource Center.

**Experience the Arts!** Remember that student tickets are available for many performances at the Center for the Arts and Hylton Performing Arts Center! There are also several art galleries on all three campuses. <http://cfa.gmu.edu/students/>