Design

What will get your reader to “Yes”?  
A good match  
A great project  
A good narrative
A Perfect Match
Why Do You Make Gifts?
A Great Project
Logic Models
- Not usually requested
- So you can use it informally to help you plan
- Lots of kinds exist:
  - United Way’s “Program Outcome Model”
  - W. K. Kellogg Foundations
  - IMLS’ “Shaping Outcomes”
- You can create your own

Budget
- Done on their format
- Submitted with all projects
- A guide and an agreement, but can be changed after the fact
- Should reflect all activities that have a cash or in-kind cost
- Expenses and income should balance
My Favorite Design Tool

Program Action - Logic Model

Inputs
- Activities
- Participation

Outputs

Outcomes - Impact
- Short Term
- Medium Term
- Long Term

Priorities
- Consider:
  - Mission
  - Vision
  - Values
  - Mandates
  - Resources
  - Local dynamics
  - Collaborators
  - Competitors
- Intended outcomes

What we invest
- Staff
- Volunteers
- Time
- Money
- Research base
- Materials
- Equipment
- Technology
- Partners

What we do
- Conduct workshops, meetings
- Deliver services
- Develop products, curriculum, resources
- Train
- Provide counseling
- Assess
- Facilitate
- Partner
- Work with media

Who we reach
- Participants
- Clients
- Agencies
- Decision-makers
- Customers
- Satisfaction

What the short term results are
- Learning
- Awareness
- Knowledge
- Attitudes
- Skills
- Opinions
- Aspirations
- Motivations

What the medium term results are
- Action
- Behavior
- Practice
- Decision-making
- Policies
- Social Action

What the ultimate impact(s) is
- Conditions
- Social
- Economic
- Civic
- Environmental

Assumptions

External Factors

Evaluation
- Focus - Collect Data - Analyze and Interpret - Report

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Let’s Practice on Thanksgiving Dinner
The Budget as a Design Tool

- Make many drafts as you tighten your project and define costs
- Match it with your activities schedule
- Show your work!
- For example:
  - Salary x 15% = $xxxx
  - We added 28% benefits so
  - $xxxx + 28% = ta dah!
- Or:
  - Six roundtrips @ 344 miles
  - x $.555/mile = $1145.52
Income

Earned Income

- If you earn money from the project during the grant period, show it here
- Ticket or catalog sales, program fees, rental fees, parking fees
- Veggie sales, heritage bull stud fees....

If You Expect Gifts and Grants, estimate them

- Government
- Private funders
- Individuals
Expenses

- Purchases
- Services
- Salaries
- Travel
- Space
- Overhead

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Contributed goods: exhibit cases, a discount on popcorn machine rental, or free use of a parking lot

Contributed services: tent setup, docent hours, *pro bono* legal advice...but be careful here....

- Board members don’t get professional rates
- Professionals get professional rates only if you would have otherwise bought the service

Value goods and professional services at “quoted market prices”

Value non-professional services using the Independent Sector valuation for your state
Let’s Quickly Do A Budget 😊
Illustrate the Problem

Photo 8  Papier-mâché doll stored in bow-front chest of drawers in Blue Parlor Chamber. Storing collection items in accessioned furniture poses threats to the well-being of the furniture.

Photo 13  Ceramics stored within mahogany sideboard in Dining Room. Damage is more likely when fragile objects are stacked on top of one another, particularly in confined spaces.
Prove Your Case

Maybe even use citations!
Write for Comfort and Relief

Allow white space

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Then Set the Darned Thing Free!
Trends to Anticipate

**In Projects**
- Community Resilience
  - Mental health
  - Physical safety
- Environmental Sustainability
  - Climate change response
  - Lowered impact
- Workforce competitiveness
  - STEM
  - School completion

**In Proposals**
- Stiffer competition
  - More applicants
  - Not more money
  - Better applications
- Evidence-based decisions
  - Data
  - *References to thinkers?*
  - Policy connections
- And *leading indicators* instead of only lagging indicators

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Links in this Power Point

- Independent Sector volunteer rates
  [http://www.independentsector.org/volunteer_time?s=volunteer%20time](http://www.independentsector.org/volunteer_time?s=volunteer%20time)

- IMLS Logic Model
  [http://www.imls.gov/assets/1/AssetManager/AAHC_Convening_LogicModelWorksheet.pdf](http://www.imls.gov/assets/1/AssetManager/AAHC_Convening_LogicModelWorksheet.pdf)

- W.K. Kellogg Foundation Logic Model