



# National Leadership Grants for Museums

## Applicant Information Session



# Introduction



# Video Chapters

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# What is NLG-M?

National Leadership Grants for Museums

# Using This Video

Watch

Watch this video in its entirety

Review

Review the **NLG-M** Notice of Funding Opportunity (NOFO) at [www.imls.gov/grants](http://www.imls.gov/grants)

Refer

Refer to this video as needed

# NLG-M=National Leadership Grants for Museums

NLG-M supports projects that address critical needs of the museum field and that have the potential to advance practice in the profession.

**Emphasis is on broad impact in the field.**



Museum of Science, Boston



Kathy Newton

Cincinnati Zoo & Botanical Garden



# NLG-M Supports Museums and Institutions that Advance Museums

- Museums that...
  - ✓ Have at least one full time or equivalent professional staff person, either paid or unpaid
  - ✓ Have a physical location that it owns or operates
  - ✓ Have been open to the public for at least 120 days in the year prior to November 15th, 2023
  - ✓ Own or use tangible objects
- Organizations that advance the well-being of museums and the museum profession
- Institutions of higher education



# Museum Types

- Aquariums
- Arboretums
- Art museums
- Botanical gardens
- Children's/youth museums
- General museums
- Historic houses/sites
- History museums
- Natural history/ anthropology museums
- Nature centers
- Science/technology centers
- Specialized museums
- Zoological parks





# What Can NLG-M Fund?



# What Makes an NLG-M Project Successful?

- *Shared results:* The project results in tools and resources for the museum field.
- *In-depth knowledge:* The project design reflects a thorough understanding of current practice and knowledge about the subject matter.
- *Collaborative process:* The project incorporates audiences, stakeholders, and/or other partners
- *Broad impact:* The project has the potential for far-reaching impact beyond the applicant institution.

A decorative graphic consisting of a cluster of small, light blue dots arranged in a roughly circular pattern, located in the top left corner of the dark blue header bar.

# NLG-M Project Goals

**Lifelong Learning:** Advance the museum field's ability to empower people of all ages and backgrounds through experiential and cross-disciplinary learning and discovery.

**Community Engagement:** Advance the museum field's ability to maximize the use of museum resources to address community needs through partnerships and collaborations.

**Collections Stewardship and Access:** Advance the museum field's ability to identify new solutions that address high priority and widespread collections care or conservation issues.

A logo consisting of a cluster of small white dots arranged in a starburst pattern, located in the top left corner of the dark blue header.

# NLG-M Lifelong Learning

**Lifelong Learning:** Advance the museum field's ability to empower people of all ages and backgrounds through experiential and cross-disciplinary learning and discovery.

1. Support the development, implementation, and dissemination of model programs that facilitate adoption by museums across the field.
2. Support training and professional development programs, tools, or resources that build the knowledge, skills and abilities of museum staff and/or volunteers in multiple institutions.
3. Support research focusing on the role of museums in engaging learners of all types.
4. Support forums that convene experts and stakeholders, including those from adjacent fields as appropriate, to explore current and emerging issues and inform the field.



# NLG-M Community Engagement

**Community Engagement:** Advance the museum field's ability to maximize the use of museum resources to address community needs through partnerships and collaborations.

1. Support equitable engagement and inclusive collaboration with diverse and/or underserved communities.
2. Support efforts to improve access and eliminate barriers to museum services for all audiences.
3. Support community-centered planning, civic engagement, and resource sharing to address community needs.
4. Support forums that convene experts and stakeholders, including those from adjacent fields as appropriate, to explore current and emerging issues and inform the field.



# NLG-M Collections Stewardship and Access

**Collections Stewardship and Access:** Advance the museum field's ability to identify new solutions that address high priority and widespread collections care or conservation issues.

1. Support the development, implementation, and dissemination of new tools or services that facilitate access, management, preservation, sharing, and use of museum collections.
2. Support the development and implementation of training and professional development programs, tools, or resources that impact the ability of museum staff and/or volunteers in multiple institutions to improve the stewardship of collections.
3. Support research focusing on any broadly relevant aspect of the management, conservation, and preservation of collections.
4. Support forums that convene experts and stakeholders, including those from adjacent fields as appropriate, to explore current and emerging issues and inform the field.

# What Size Are NLG-M Projects?

## NLG-M Projects can range in size



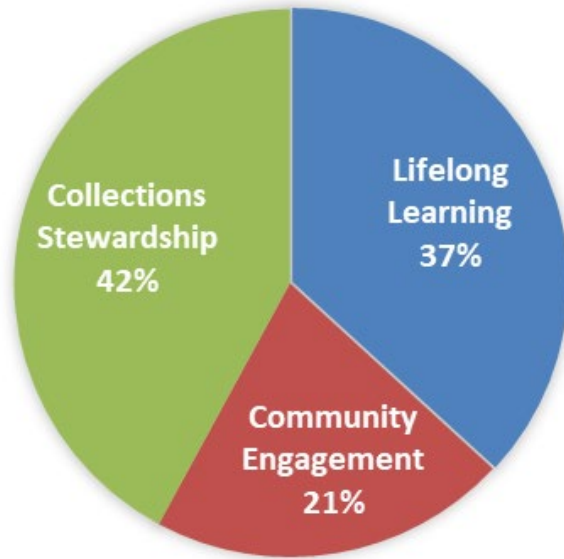
\$50,000 - \$750,000 in federal grants funds

- 1:1 cost share required for non-research projects
- No required cost share for research projects.

Scale your budget request to the needs of your project.

# How Many MFA Projects Get Funded?

## NLG-M AWARDS FY23



In FY23 IMLS made 48 NLG-M awards for a total of \$8.44 million.



# Where are Examples of Funded Projects?

Home > Grants > Search Awarded Grants

Search by Keywords...

Museums for America FY 2023

Table DOWNLOAD THE DATA

Note: (a) denotes an amendment made outside of the original award Page 1 of 122 results

Log Number	Institution	Fiscal Year	Program	Federal Funds	Funding Office	City	State
MA-253167-OMS-23	Abraham Lincoln Presidential Library and Museum	2023	Museums for America	\$250,000	Office of Museum Services	Springfield	IL
MA-253502-OMS-23	Historic Germantown	2023	Museums for America	\$108,812	Office of Museum Services	Philadelphia	PA
MA-252832-OMS-23	Cape Ann Museum	2023	Museums for America	\$194,150	Office of Museum Services	Gloucester	MA
MA-252967-OMS-23	Paine Art Center and Gardens	2023	Museums for America	\$68,614	Office of Museum Services	Oshkosh	WI
MA-252994-OMS-23	Clockshop	2023	Museums for America	\$150,000	Office of Museum Services	Los Angeles	CA
MA-252998-OMS-23	Cameron Art Museum	2023	Museums for America	\$149,000	Office of Museum	Wilmington	NC

Search Awarded Grants gives you an opportunity to explore our archive of grants.



# Application Components

Overview



# Application Components

The NLG-M Notice of Funding Opportunity (NOFO) includes a complete list of all the application components.

Most of these components are created and saved as a PDF for uploading as part of your application package in Grants.gov.



# Required Documents

These components are required of all NLG-M applications.

- Application for Federal Assistance (SF-424S)
- IMLS Museum Program Information Form (including Abstract)
- Organizational Profile
- Narrative (10 pages max.)
- Performance Measurement Plan
- IMLS Budget Form
- Budget Justification
- List of Key Project Staff and Consultants
- Resumes



# Conditionally Required Documents

These components are required of some MFA applications.

- Proof of Private, Nonprofit Status
- Final Federally Negotiated Indirect Cost Rate Agreement
- Digital Products Plan
- Data Management Plan

# Application Components

In the following sections of this presentation, we will focus on two application components:

- Narrative
- Budget

The Notice of Funding Opportunity offers complete instructions on how to prepare and complete all application components.



The Lawrence Hall of Science



Center for Plant Conservation



# Supporting Documents

These components are optional in NLG-M applications. Include only those that supplement the Narrative and support the Project Description provided in the application.

- Letters of commitment from partners, consultants, or any third-parties you will work with on your project
- Bibliography or references relevant to your proposed project design or evaluation strategy
- Letters of support from experts and stakeholders
- Relevant images
- Reports from planning activities
- Contractor or vendor quotes
- Equipment specifications
- Products or evaluations from similar projects
- Collections, technology, or other departmental plans applicable to the proposed project
- Web links to relevant online materials
- Needs assessments



# Application Components

Narrative





# Narrative: Project Justification

## Tell us:

- Which program goal/project category and associated objective(s) of National Leadership Grants for Museums will your project address?
- What field-wide need, problem, or challenge will your project address, and how was it identified?
- Who is the target group for your project and how have they been involved in the planning?
- Who are the ultimate beneficiaries for this project?
- How will the museum field benefit from your project
- How does your project differ from or build upon existing theory or practice?



# Narrative: Project Justification

## *Reviewers will look for:*

- How well does the proposal align with the selected National Leadership Grants for Museums goal and objective(s)? (See Section A2 of this Notice of Funding Opportunity?)
- How well has the applicant used relevant data and best practices to describe the need, problem, or challenge to be addressed?
- Has the applicant appropriately defined the target group(s) and beneficiaries, as applicable, for this work?
- Have the target group and other project stakeholders been involved appropriately in planning the project?
- Does the project address current needs of the museum field and/or have the potential to advance practice in the museum profession?
- Does the applicant clearly articulate how the proposed work differs from, complements, or builds upon existing theory, scholarship, and practice?



# Narrative: Project Work Plan

## Tell us:

- What specific activities will you carry out and in what sequence?
- What are the risks to the project and how will you mitigate them?
- Who will plan, implement, and manage your project?
- What time, financial, personnel, and other resources will you need to carry out the activities?
- How will you track your progress toward achieving your intended results?



# Narrative: Project Work Plan

## *Reviewers will look for:*

- Are the proposed activities informed by relevant theory and practice?
- Are the goals, assumptions, and risks clearly stated?
- Do the identified staff, partners, consultants, and service providers possess the experience and skills necessary to complete the work successfully?
- Are the time, financial, personnel, and other resources identified realistic for the scope and scale of the project?
- Is the proposed Performance Measurement Plan likely to generate the required measures of Effectiveness, Efficiency, Quality, and Timeliness?
- If present, does the Digital Products Plan reflect appropriate practices and standards for creating and managing the types of digital products proposed?
- Will the proposed methods for tracking the project's progress toward achieving the intended results allow course adjustments when necessary and result in reliable and measurable information about the results of the project?



# Narrative: Project Work Plan - Research

*If you are proposing a research project, reviewers will also look for:*

- Are the proposed research questions, methods, and theoretical framing appropriate for addressing the identified need, problem, or challenge?
- Is the research informed by current practice and does it have the potential to produce generalizable results that could advance professional practice?
- Are the selected methods for data collection, analysis, and use appropriate for the project?
- Is the approach to securing Institutional Review Board (IRB) approval appropriate?
- Is the Data Management Plan for managing, sharing, preserving, documenting, and enabling reuse of the information and research products created during this project appropriate?
- Is the dissemination and communication plan comprehensive in terms of broad reach to practitioners and other communities?



# Narrative: Project Results

## Tell us:

- What are your project's intended results and how will they address the need, problem, or challenge you have identified? Be sure to address this question from the dual perspectives of advancing knowledge and understanding and ensuring that the federal investment made through this grant generates benefits to society.
- How will the knowledge, skills, behaviors, and/or attitudes of the target group change as a result of your project?
- What models, tools, research findings, and/or services will result from your project? How will you ensure that they are broadly adaptable and usable by other institutions and are widely disseminated to the field?
- How will you sustain the benefit(s) of your project beyond the conclusion of the period of performance?



# Narrative: Project Results

## *Reviewers will look for:*

- Are the project's intended results clearly articulated, realistic, meaningful, and linked to the need, problem, or challenge addressed by the project?
- Is the plan to effect meaningful change in knowledge, skills, behaviors, and/or attitudes solidly grounded and appropriately structured?
- Is it clear that the federal investment made through this grant will generate identifiable benefits to society?
- Is the plan for ensuring that the proposed models, tools, research findings and/or services will be broadly adaptable and usable by other institutions and widely disseminated to the field likely to be effective?
- Is the plan to sustain the benefits of the project beyond the conclusion of the period of performance reasonable and practical?



# Narrative Recap

- Your Narrative has three sections—Project Justification, Project Work Plan, and Project Results
- 10-page maximum
- Refer to the review criteria in section E of the Notice of Funding Opportunity





# Application Components

Budget





# Allowable Cost Examples

- personnel salaries, wages, and fringe benefits
- travel expenses for key project staff and consultants
- materials, supplies, software, and equipment related directly to project activities
- third-party costs
- publication design and printing
- program evaluation
- staff and volunteer training
- paid internships/fellowships
- indirect or overhead costs



# Unallowable Cost Examples

- general fundraising costs
- contributions to endowments
- general operating support
- acquisition of collections
- general advertising or public relations costs
- construction or renovation of facilities
- social activities, receptions, or entertainment



# Budget Justification

The Budget Justification is an opportunity to provide in a more detailed narrative format, an explanation or justification for the project costs itemized in the IMLS Budget Form.

For example:

- In Salaries and Wages you should identify each person whose salary or wages will be paid with IMLS funds or by cost share. If cost share is being provided by unpaid volunteers, explain how you arrived at the dollar amount used to represent the value of their services.
- In Supplies, Materials and Equipment you should list each type of supply, material, and equipment you propose to purchase or provide as cost share for the project. Provide vendor quotes or price lists as Supporting Documents with your application.



# Application Tips

We can make grants only to **eligible** applicants that submit **complete** applications, including attachments, **on or before the deadline**. So...

- Start early.
- Become familiar with Grants.gov Workspace. See <https://www.grants.gov/web/grants/applicants/workspace-overview.html>
- Do your background research.
- Be sure your application is complete.
- Make sure all application components are in the proper format and follow the correct naming conventions.
- Submit to Grants.gov **early** so you can correct any errors.



# Application Tips and Next Steps

# Application Tips

Check your registrations and know your usernames and passwords.



System for Award Management ([www.sam.gov](http://www.sam.gov))

- Unique Entity Identifier (UEI)
- Registration must be renewed every year!

Grants.gov ([www.grants.gov](http://www.grants.gov))

- Passwords expire every 60 days!
- Accounts are deactivated after 365 days of inactivity.



**START EARLY, DON'T DELAY**





# Application Tips

Peer reviewers – museum professionals from all types of museums – will be selected by IMLS to read each application and provide constructive and critical comments on the strengths and weaknesses of the proposed projects.

To help make sure your Narrative is as clear and complete as possible:

- Follow the Narrative outline in the NLG-M Notice of Funding Opportunity.
- Consider the review criteria associated with section of the Narrative.
- Use headings, subheadings, or numbered sections in your Narrative to make it easy for reviewers to read.
- Avoid generalities, acronyms, and jargon.
- Ask a colleague to review everything with fresh eyes before you submit it.

# Past Successful Applications

Home > Grants > Search Awarded Grants

**SUBMIT**

CLEAR ALL FILTERS

Fiscal Year  
Select All  
 FY 2022  FY 2021  FY 2020  
 FY 2019  FY 2018  FY 2017  
 FY 2016  FY 2015  FY 2014

Show more

Funding Office  
 Grants to States Libraries  
 Office of Library Services  
 Office of Museum Services  
 Other Initiatives

State  
- Any -

City

Institution

Program  
National Leadership Grant

Search by Keywords...

National Leadership Grants - Museums FY 2020 FY 2021 FY 2022

Table DOWNLOAD THE DATA

Note: (a) denotes an amendment made outside of the original award year

Page 1 of 50 results

Log Number	Institution	Fiscal Year	Program	Federal Funds	Funding Office	City	State
MG-252083-OMS-22	Madison Children's Museum	2022	National Leadership Grants - Museums	\$339,000	Office of Museum Services	Madison	WI
MG-251397-OMS-22	University of Illinois (Spurlock Museum)	2022	National Leadership Grants - Museums	\$48,454	Office of Museum Services	Urbana	IL
MG-251419-OMS-22	Association of African American Museums	2022	National Leadership Grants - Museums	\$181,630	Office of Museum Services	Washington	DC
MG-251987-OMS-22	International Coalition of Sites of Conscience	2022	National Leadership Grants - Museums	\$691,692	Office of Museum Services	New York	NY
MG-251835-OMS-22	Foundation for Advancement in Conservation	2022	National Leadership Grants - Museums	\$215,053	Office of Museum Services	Washington	DC
MG-252118-OMS-22	Cincinnati Zoo and	2022	National	\$399,494	Office of	Cincinnati	OH

Search Awarded Grants

## Sample Applications

Grant Programs >

Apply for a Grant >

Eligibility Criteria >

Sample Applications >

Notices of Funding Opportunities >

Outcome Based Evaluations >

Manage Your Award >

Search Awarded Grants >

Peer Review >

### Inspire! Grants for Small Museums

#### Lifelong Learning

- Ball State University (Charles W. Brown Planetarium) (PDF, 716KB)
- Muncie Children's Museum (PDF, 703KB)
- Watkins Museum of History (PDF, 615KB)

#### Institutional Capacity

- Battleboro Museum and Art Center (PDF, 734KB)
- Erie Canal Museum (PDF, 709KB)

#### Collections Stewardship and Access

- La Jolla Historical Society (PDF, 935KB)
- Richard M. Ross Art Museum (PDF, 748KB)
- Verde Valley Archaeology Center (PDF, 685KB)
- Yeshiva University Museum (PDF, 753KB)

### Museum Grants for African American History and Culture

- Amistad Research Center (PDF, 431KB)
- Haitian American Museum of Chicago (PDF, 328KB)
- National Civil Rights Museum (PDF, 316KB)
- Oakwood University (Anna Knight Museum) (PDF, 368KB)
- SEEK Museum (PDF, 230KB)
- Whitney Plantation Museum (PDF, 248KB)

### Museums Empowered

- Boise Art Museum (PDF, 649KB)
- Chinese Culture Center of San Francisco (PDF, 275KB)
- Denver Museum of Nature and Science (PDF, 1MB)
- Fairchild Tropical Botanic Garden (PDF, 258KB)
- Museum of Contemporary Art Chicago (PDF, 401KB)

OMS Sample Applications



## Next Steps

Connect with IMLS Program Staff in the Office of Museum Services to ask questions about the:

- NLG-M grant program
- Application Components
- Review Process

<https://www.ims.gov/grants/available/national-leadership-grants-museums>



# Important Dates and Times

Applications are due by **11:59 pm EST** on **November 15, 2023**.

- Awards will be announced in **August 2024**.
- Projects must start **September 1, 2024**.

# Credit

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