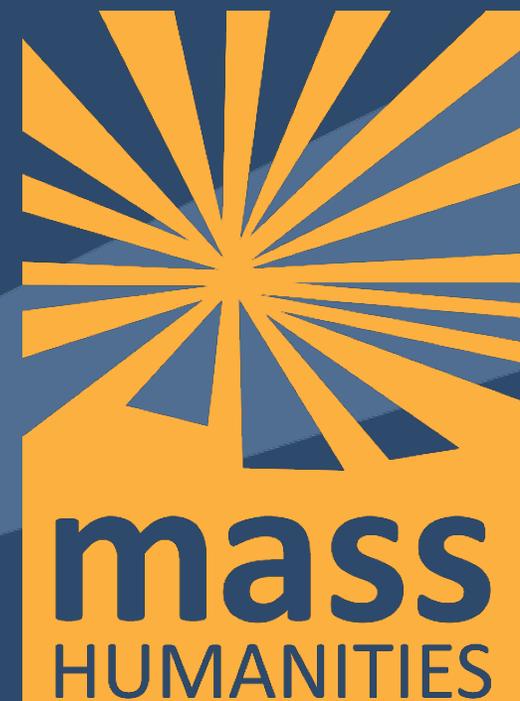


# DIGITAL CAPACITY GRANTS

Webinar for Applicants  
January 21, 2021



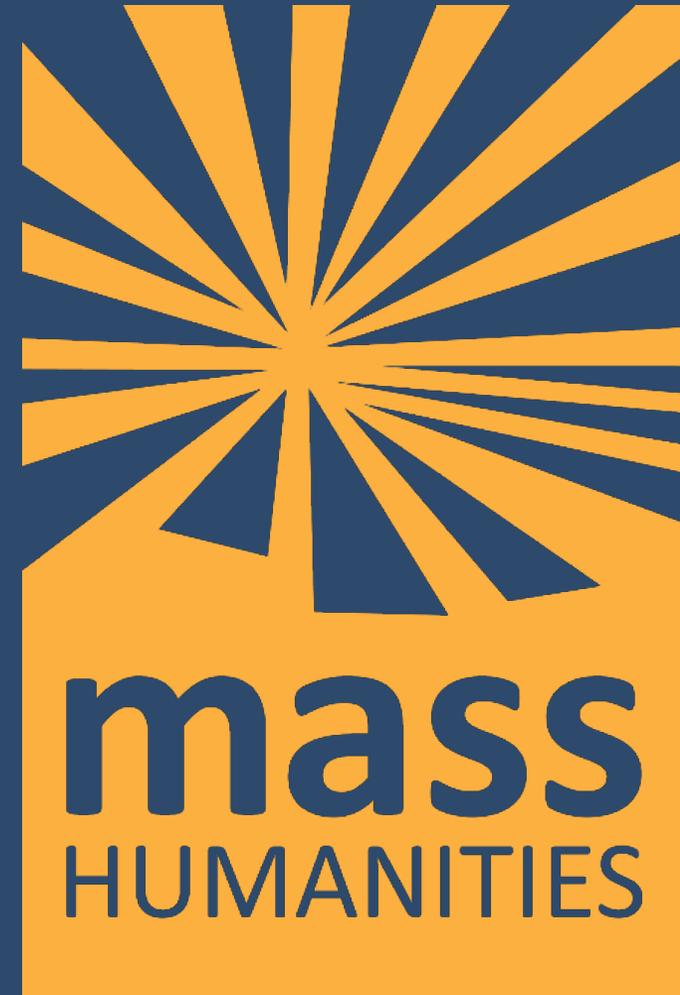
# Grants team at Mass Humanities



Katherine Stevens  
Director of Grants



Jennifer Hall-Witt  
Program Officer



# For more information on Digital Capacity Grants

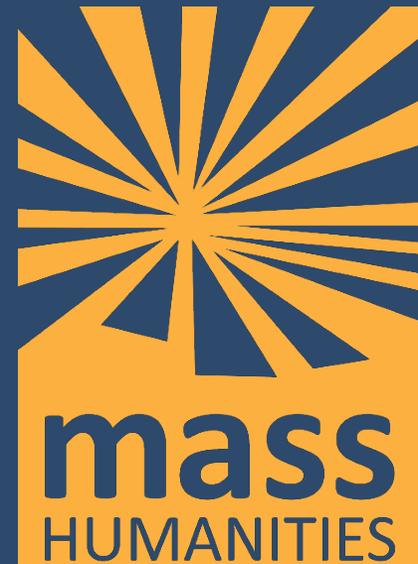
Go to: <https://masshumanities.org/digital-program-grants/>

## Here you will find:

- Grant Guidelines and FAQ
- Key application questions
- Apply button to access our online grant application

## Next week we will add to this page:

- Recording of this webinar
- This Powerpoint
- Sample budget
- Link to sign up for 10-minute consultations with us about your application
- “How to Apply” video on setting up an account on our online system



# Upcoming grant opportunities

## Digital Capacity Grants

- Up to \$5,000
- Due: Feb. 7
- Notification: Week of Mar. 29
- Grants awarded will total about \$200,000
- Funded by Mass Cultural Council

## Bridge Street Sponsorships

- For history organizations
- \$500 per online public program
- Up to 3 per organization (\$1,500)
- Application opens Mar. 1
- Rolling awards through Sept. 27
- Notification within 3-4 weeks

## Summer Grant Opportunity

- Details to be announced
- Notification: Week of Sept. 20

# Today's Webinar

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**mass**  
HUMANITIES

# Why Digital Capacity Grants?

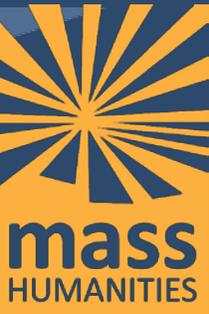
**Deadline:** Feb. 7, 2021 by 11:59 pm

**Amount requested:** Up to \$5,000. Can request a smaller amount. Budget should reflect reasonable costs for proposed project.

**1-to-1 match:** Organizations must provide a match that is equal to or higher than the funded amount (cash-share + in-kind), with at least 10% in cash.

Current grantees with open grants are not eligible unless they submit their final report by Jan. 29, 2021. The exception is 2020 Support Grantees, who are eligible even if they have not yet submitted a final report.

# Basic Parameters for Digital Capacity Grants



Funding is for particular projects and does not cover operating expenses. However, the project should help your organization build longer-term capacity for future humanities-based digital projects.

## The project must:



Have defined goals



Start and end date (up to one year)



Be open to the public or K-12 students



Serve Massachusetts residents



Be free for participants or users



Meaningfully engage with the humanities



Use digital programs or platforms for humanities components of the projects

# This is a Project-Based Grant

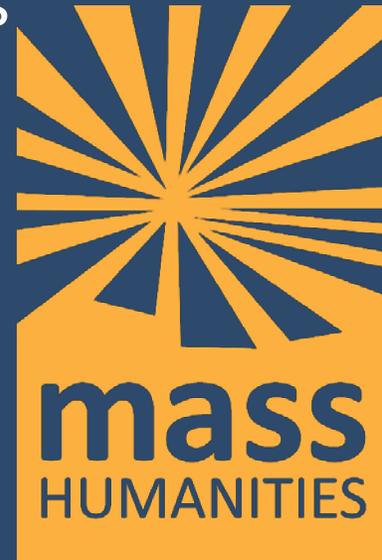
# What reviewers will look for

## Review Criteria

- Potential public interest in and impact of the project
- Centrality of the Humanities to the project
- Viability of the project plan
- Potential for the project to advance the applicant organization's digital capacity for future humanities engagement

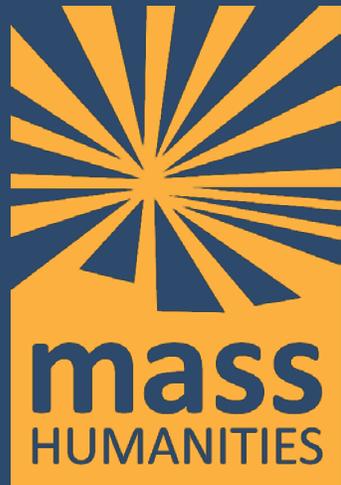
## Mass Humanities Priorities

- Small organizations (5 FTEs or less)
- Geographic distribution
- Variety of types of projects



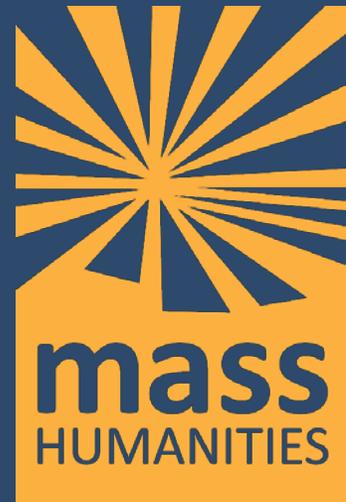
# Examples of eligible projects

- A museum or community organization wants to create a permanent digital version of one of its humanities exhibits to post on its website. Purpose: expand access to its exhibits and develop its capacity to digitize its exhibits.
- A historical society wants to create a professional-quality video of a program it usually does in-person for K-12 students. This will include digitizing the archival documents and objects the students would normally look at in-person. Purpose: expand access to this program and build capacity for creating professional-quality videos in the future.
- An immigrant services organization wants to create a free app to help the students in citizenship classes learn about American history and government. It partners with the Massachusetts Immigrant & Refugee Coalition to help it meet the match and to distribute to other immigrant services organizations. It advertises the app to K-12 students and/or the general public. Purpose: help immigrants better internalize the information they need to know to pass the new citizenship test and expand organization's digital humanities offerings.



# More examples of eligible projects

- A library wants to produce a series of 3 online, public humanities programs. Purpose: create more professional Zoom events than it has produced in the past.
- A historical society wants to digitize its most important archival collections, those with the highest demand, but its website is not set up to do that. Purpose: re-do website so that the organization can use it as digital platform to expand access to its collections. Note: only organizations whose primary mission is humanities-based can use funds for re-doing a website.
- A theater wants to create a hybrid program of interest to the public and connected to a summer production. Purpose: increase its capacity to offer humanities-based hybrid programs in the future.



# Who is eligible?

## Applicants must be

- A 501(c)(3);
- Fiscally sponsored by a 501(c)(3);

OR

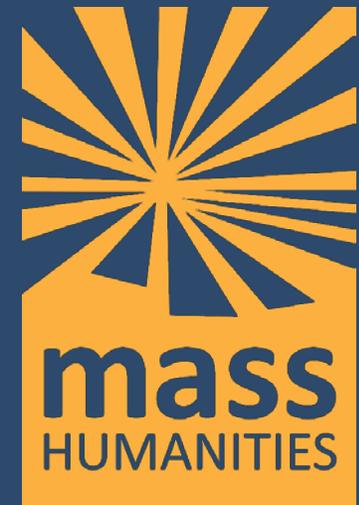
- Be a state or federally recognized tribe.

## Fiscal sponsorship

If you are applying with a fiscal sponsor, you will need to upload a signed fiscal sponsor agreement to your application. It needs to be current and state the responsibilities of both parties. The fiscal sponsor is responsible for receiving and administering grant funds and ensuring they are used correctly.

**Note for past grantees:** There has been a change in our online system for organizations with a fiscal sponsor: the organization applying is now the organization doing the work, not the fiscal sponsor, as in previous years.

**Note for applicants for Digital Capacity Grants:** If your organization has applied for or received a grant from Mass Humanities through a fiscal sponsor in the past, please email us at [grants@masshumanities.org](mailto:grants@masshumanities.org) to let us know so that we can update our online system and link your past applications to your organization.



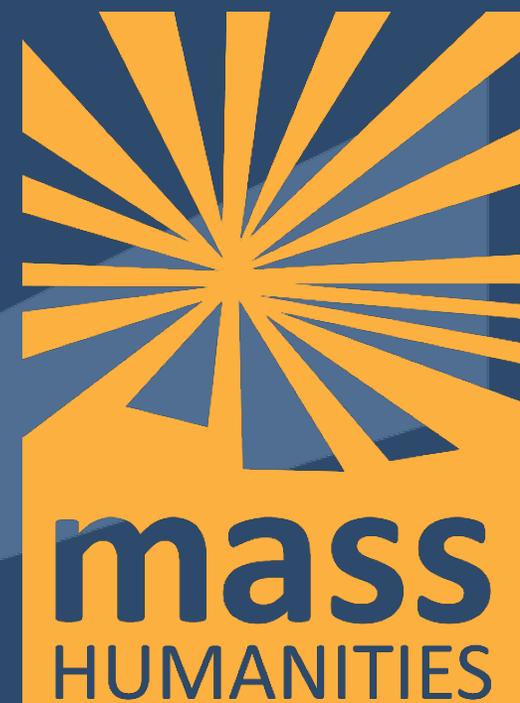
# Who is not eligible?

## Applicants cannot be

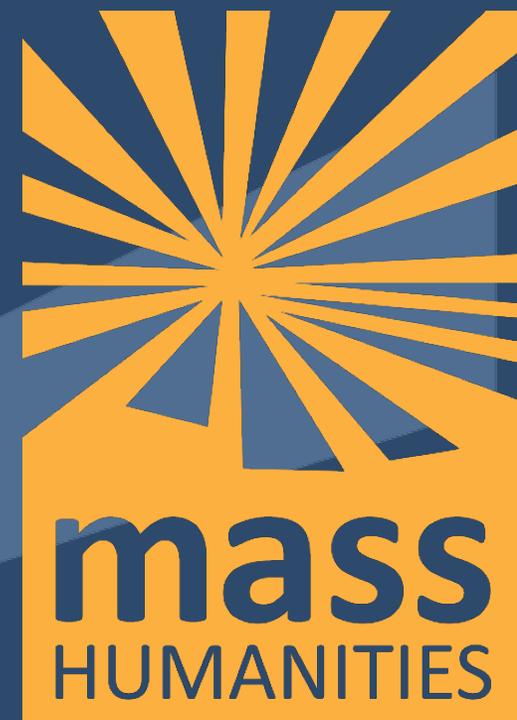
- Individuals
- Government agencies or entities
  - Library nonprofit foundations can apply
- Universities, colleges, or academic departments
  - Cannot apply through a fiscal agent but can partner on a project with a 501(c)(3) who is the applicant. Project must mainly serve the applicant organization.
- Schools or pre-schools
- Political or advocacy organizations
- Religious organizations (though they can be a fiscal sponsor)
- Media organizations or filmmakers



# Questions?



# Key application questions



Read application questions carefully and include in your answer each element we ask for in the question.

**General tip**



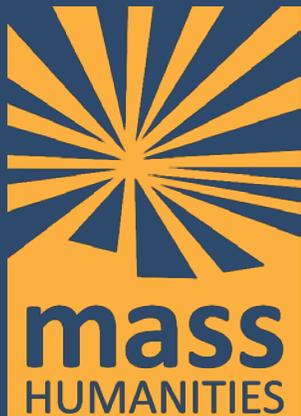
# Project Narrative question

## Directions in application

Describe the **goal or purpose of the project**, **what the project will deliver** (for example, a series of events, an online exhibit, etc.), its **digital format**, and its **intended audience(s)** and **why they will be interested**. Mass Humanities reviewers will be looking for project descriptions that demonstrate defined goals, clear deliverables, use digital formats, and potential public impact. Note, unless otherwise stated, Mass Humanities will assume that post-theater performance discussions require paid tickets for the performance.

## Key points to highlight in answer

- **Goal or purpose of project**
- **Deliverables**
  - Give details like potential speakers and moderators, potential dates for events, and topics.
- **Digital format**
- **Intended audiences**
- **Why the intended audience will be interested in your project**



# Project Narrative – main points in answer

<u>Sample project: Digitizing Global Chinatown Exhibit</u>	Required elements to include in answer
<p>Expand access to this exhibit, increase its longevity by creating a digital version, preserve images of global Chinatowns, and increase staff capacity for digitizing exhibits.</p>	Goal or purpose of project
<p>A new page on our organization’s website with the digital exhibit, which will include 15 photographs with accompanying text from the exhibit. It will also include the recording of an online panel discussion of the exhibit we will produce as part of the funded project. [Name potential panelists.] Completion of staff training in digitizing exhibit items and in making additions to our website, with trainings offered by [name persons or organizations].</p>	Deliverables
<p>Webpages featuring the exhibit (with images and text) and recording of online panel event linked to our YouTube channel.</p>	Digital format
<p>Chinese-Americans in Massachusetts interested in understanding the global phenomenon of urban Chinatowns. A secondary audience is those of broader diasporic communities in the U.S. and around the globe interested in the topic.</p>	Intended audiences
<p>Gentrification and changing migration patterns mean that many Chinatowns, including in Boston, are losing their residents and identities. Capturing their stories and situating photographs in the context of a global Chinatown phenomenon meets the demand in API communities to better understand their own histories in a global perspective.</p>	Why the intended audience will be interested in your project

# Project Narrative – main point in answer

<u>Sample project</u> : Creating hybrid events on the Veteran Experience	Required elements to include in answer
Offer New Bedford residents a <u>free</u> hybrid event on the experience of veterans once they return home and develop staff capacity at our theater for creating hybrid events.	Goal or purpose of project
Staff complete training in using hybrid platform [name company offering the platform], platform is purchased and integrated into our website, and our theater produces one hybrid event: a multigenerational panel with 4 New Bedford veterans.	Deliverables
Platform for hybrid events [name company whose platform you will be using] integrated into our website. Video of the event will also be uploaded to our YouTube channel and posted on our website.	Digital format
Audiences who attend the dance performance of Jessica Lang's <i>Thousand Yard Stare</i> (tickets: \$15-\$80) and veterans and their families in New Bedford (and beyond) interested in understanding their experiences in a broader context. Will do outreach to the Veteran's Transition House in New Bedford, which serves homeless and at-risk veterans and put events on the big screen at their facility, with clinicians on hand for those who need support.	Intended audiences
Veterans comprise 5% of the New Bedford population. Giving veterans a voice and a platform for their experiences empowers them and helps the New Bedford Community learn how they can better support veterans. A series of features on recently deployed veterans in the New Bedford <i>Standard-Times</i> last year has increased the visibility of veterans in our community.	Why the intended audience will be interested in your project

# Humanities Engagement question

**Describe how this project engages Massachusetts residents with humanities content and/or conversations. Note: you can read about the humanities in the FAQ in our Grant Guidelines.**

## Project on The Veteran Experience

A multi-generational set of panelists will discuss their experiences returning to New Bedford after their military deployment and the panel will be led by the journalist who produced the series on veterans in the *Standard-Times* last year.

## Humanities Engagement – Sample Answer

The experiences of New Bedford's veterans after returning from their military deployment will be explored on the panel. The conversation will help the audience understand both the variety of veterans' experiences and how they have changed over the past few decades. The conversation will also engage the audience in meaning making about who we are as a community in New Bedford. How did these veterans experience their reception in New Bedford in the months and years after they came home? What commitments do we in New Bedford want to make to those who have served our country through military service? To come together as a community to listen is to engage in civic work, a process of giving voice to those who are often not heard and of exploring what better serving their needs might look like.

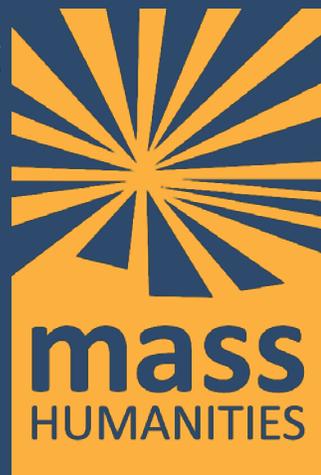


# Digital Capacity Development question

**What weaknesses or needs in your organization's digital capacity will this program allow you to develop and use for future humanities programs?**

## **Project on Digitizing Global Chinatown Exhibit – Sample Answer**

We are a community organization that provides a range of services to the API community in our city. Our arts center has extensive experience producing exhibits that attract community members and tourists, but until now we have not created digital exhibits. The COVID-19 epidemic has helped us see how our exhibits can have a bigger impact if we digitize them, but our staff does not have the equipment or computer skills to do the work ourselves. We would like to use a Digital Capacity Grant to develop the skills and purchase the necessary equipment. This will include hiring [name of IT consultant], who will offer a daylong training, which we will record for future employees, on how to use Wordpress to create a professional-looking digital exhibit on our website. We also hope to learn how to set up interactive features we can use in future exhibits.



## Project Personnel

List the major project personnel, describing their role in the project and their qualifications (approximately 1 brief paragraph per person). Please include any relevant links to personnel's online profiles if available.

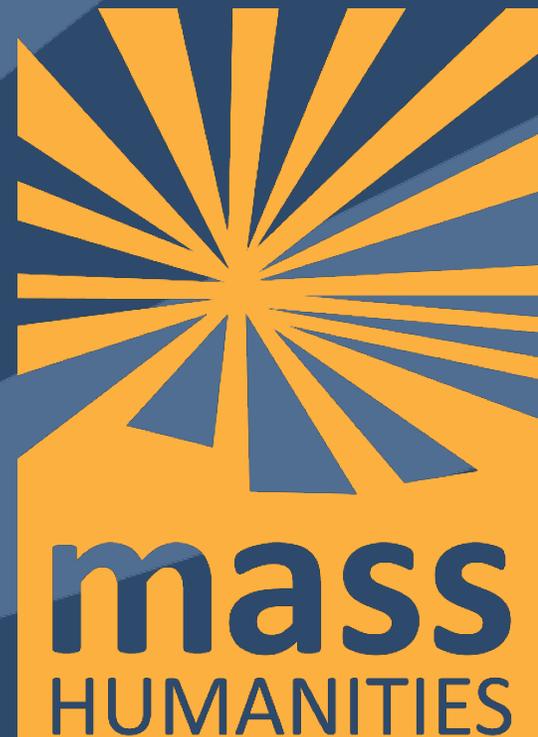
## Humanities Personnel

List who of the major project personnel has the experience to undertake or direct the humanities focus of the project. You may copy the description from the personnel section and **add any additional information that might help reviewers.**

# Personnel



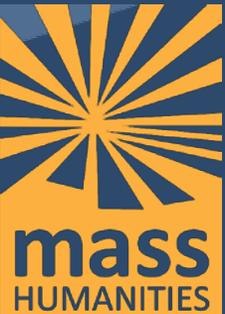
# Budget issues



## **Below is a list of possibilities, but options are not limited to this list**

- Stipend for a summer intern, scholar, trainer, consultant, videographer, or video editor
- Fees for staff to attend training to develop digital capacity skills
- Funds to cover staff time for skill development and project work
- Equipment needed to expand digital capacity for humanities work
- Subscription for a digital platform, like Zoom, during the grant period
- Staff time for outreach work on the project and for publicity/advertising

# **Examples of what this grant can fund**



# Requirements for project budgets



Any equipment purchased with Mass Humanities funds must be used for the free, publicly accessible, humanities components of the project



1-to-1 match required

Request from MH  $\geq$  Cash-share + In-kind share



At least 10% of the match must in cash-share



Other Mass Cultural Council project-based funding may not be used in the cash-share column. (You can use MCC funding for your cash match if it is funding for operating expenses.)

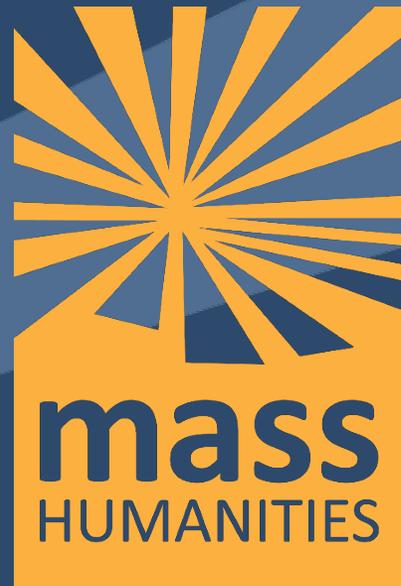
## Match =

Cash-share: When money actually changes hands. Sources might be the operating budget or funding from another grant. Items in the cash-share column might include employee work, supplies/equipment, advertising costs.

+

In-kind share: A cash-less donation. Includes things like volunteers' time (usually at \$30/hour), donated supplies, and donated use of facilities.

# Sample budget

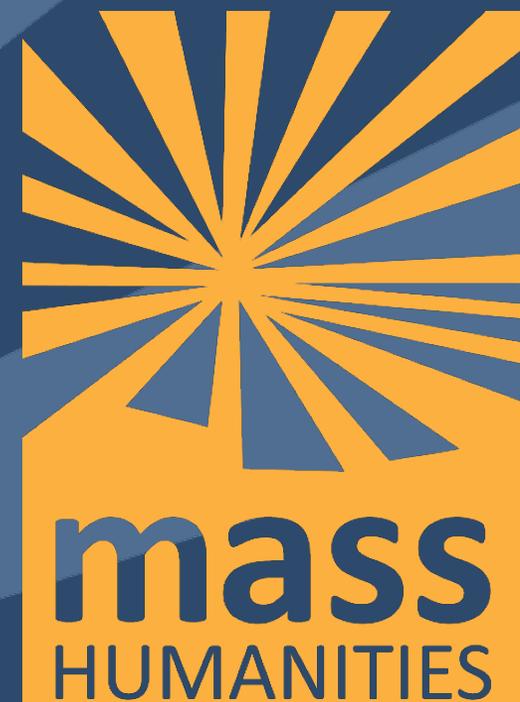


See a short video presentation on how to create an account in our online system. It will be posted at <https://masshumanities.org/digital-program-grants/> by next Monday.

# How to apply



**Our upcoming grants  
in relationship  
to each other**



## Digital Capacity Grants

If you have an open grant with Mass Humanities, you need to complete your final report by Jan. 29 in order to apply for a Digital Capacity Grant. The exception is 2020 Support Grantees. If you are a 2020 Support grantee, you do not need to have your final report completed in order to apply for a Digital Capacity Grant.

## Bridge Street Sponsorships

You can have an open grant and be eligible for a Bridge Street Sponsorship.

## Summer Grant

If you have an open grant with Mass Humanities, you need to complete your final report before applying for the summer grant. As long as you have completed your final report by late June, you should be safe.

# Eligibility if you have an open grant

# Applying for more than one grant

If you receive a Digital Capacity Grant, you can apply for a summer grant as long as you have completed the final report before you apply for the summer grant and as long as it is for a different project. You will be safe if you complete it by the end of June. Having a Digital Capacity Grant could reduce your chances of getting a summer grant.

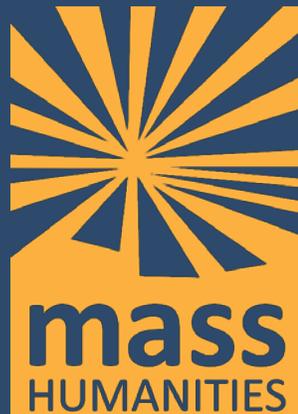
Digital  
Capacity  
Grants

Bridge Street  
Sponsorships

Summer  
Grant

If you apply for a Digital Capacity Grant, you can also apply for and receive a Bridge Street Sponsorship as long as it is for 2 different projects/programs.

If you receive a Bridge Street Sponsorship, you can apply for a summer grant and do not need to have completed your funded events before applying for the Project Grant. Getting a Bridge Street Sponsorship will have no effect on your chances of being awarded a Project Grant. The Project Grant cannot pay for any expenses connected to the events for your Bridge Street Sponsorship.



# How to contact us

## Questions about the eligibility of your organization or project

Email us at [grants@masshumanities.org](mailto:grants@masshumanities.org). You will receive a response from either:



Katherine Stevens, Director of Grants



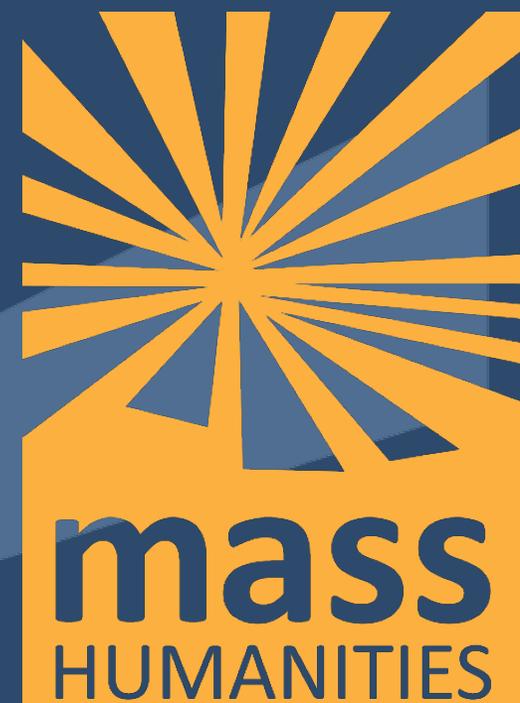
Jennifer Hall-Witt, Program Officer

## Concerns about how to answer questions on the application

We will have office hours: Go to our Digital Capacity Grants page - <https://masshumanities.org/digital-program-grants/> - next week to sign up for 10-minute Zoom meetings with us to discuss your application.



# Questions?



**Thank you for  
coming!**

