



**Mass
Cultural
Council**

**Recommendations to help strengthen
your grant application to the Milford Cultural Council**

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MCC Grant Application

Obtain the grant application and review it thoroughly.

- Find the current grant application here as of September 1, 2022:
massculturalcouncil.smartsimple.com
- Be sure to note the **DEADLINE** is **October 17, 2022** to submit your grant application.
- Take advantage of the **grant toolkit** available at the **Massachusetts Cultural Council website** to assist you with your application:
massculturalcouncil.org/communities/local-cultural-council-program/application-process

MCC Grant Applications

- Please note that awards for applications you or your organization have previously received does not guarantee the award of funds for future grant proposals.
- The MCC typically receives over 30 applications each year. This guide is intended to highlight the factors you should consider when writing your grant application and covers the **WHO, WHAT, WHEN, WHERE & HOW** of the grant application process.

MCC Grant Applications: *Beyond the Basics*

WHO, WHAT, WHEN, WHERE & HOW?

Identify **WHO** is the **intended audience** for your project.

- Specify target age range, individuals vs. families, etc.
- Projects must benefit an audience primarily made up of Milford residents and/or demonstrate that its participants are residents of Milford who will attract Milford residents to the project.
- The best applications target a large percentage of the Milford population.

MCC Grant Applications: *Beyond the Basics*

WHO, **WHAT**, WHEN, WHERE & HOW?

- Identify in detail **WHAT** the project entails in terms of content and cultural impact in the arts, humanities, and/or sciences.
- Identify **WHAT** aspect of your project proposal:
 - Builds on or sustains an existing program for Milford residents, **OR**
 - Provides innovative and new programming for Milford residents.
- Be as specific as possible when describing your project or event with a clear and complete plan for execution.

MCC Grant Applications: *Beyond the Basics*

WHO, WHAT, WHEN, WHERE & HOW?

- Identify the date(s) **WHEN** your project will occur. including the time and duration of the project.
- For indoor events, identify whether you have a virtual alternative planned in case new COVID-19 restrictions are enacted for group gatherings.

MCC Grant Applications: *Beyond the Basics*

WHO, WHAT, WHEN, WHERE & HOW?

- Identify **WHERE** in Milford your project/event will be presented.
- If your project will take place outside of Milford, you must indicate the reason and demonstrate that the location is accessible and convenient for Milford residents to attend.
- If your project relies on collaboration with another group, (such as the town library or senior center), please include a letter of support letting us know you have attained their cooperation.

MCC Grant Applications: *Beyond the Basics*

WHO, WHAT, WHEN, WHERE & HOW?

Identify **HOW** your project **is being funded and promoted**.

- Provide a detailed budget that outlines the **income and expenses** involved in executing your project. If your project or event includes charging an admission fee, be sure to include anticipated ticket sales as income.
- The best proposals do not rely solely on MCC support. Identify what percentage of your income is derived from MCC funding vs other sources (financial or in kind).
- Tell us how you will **promote** your project. We are happy to help you promote your project, but want to know what **YOU** will do to attract the biggest possible audience.

QUESTIONS?

Please email us at:

CulturalCouncil@townofmilford.com

Or message us on Facebook:

[MilfordCulturalCouncil](#)