

LSTA Tip Sheet

[Your one-page source for everything LSTA! (Well, almost everything.)]

Ask yourself...:

What is the need and how does meeting the need fit my library's goals?

How can the need be demonstrated effectively? (i.e. population breakdowns, NSLP, state of the community)

Does the project meet the LSTA objectives in the APLS LSTA Five-Year Plan?

How does the project relate to my library's five-year and technology plans?

Who is the target audience and how will they be identified?

What are the outcomes that will benefit the target audience? Will the project make a difference in my community?

What resources are needed for the project and does my library have them?

What will the project cost? (Do some homework when checking prices.)

Suggestions from the LSTA Advisory Council:

(the group that evaluates and scores the applications)

Have someone **proofread** the application and be sure to **check your math**.

State objectives and activities clearly. This can be perceived as an indicator of organizational ability.

Make sure **all questions are answered** even if it seems a bit redundant.

Adequately describe the needs of your community so that [the Council] will want to help you succeed.

Include all information requested. If directions are not followed at the application stage, chances are the grant will not be administered correctly.

Describe the need with enough detail that the reviewer gets an idea of the demographics of the library service area. (Do not assume that the reviewers are familiar with your area and patrons.) Sometimes the need can be the main weighing factor in the scoring process.

If you are submitting an application for a project that had been denied previously, **be sure to include an explanation in the narrative.**

Marketing your project:

It is essential that you spread the word regarding your project and what it can do for the community. Unfortunately, marketing and public relations costs can be a bit murky when determining whether or not LSTA funds are eligible for these costs. Here's a quick tip: Marketing and PR costs can be paid for with LSTA funds **only** when the costs are for the specific LSTA project. You **cannot** use LSTA to pay for "general" marketing of your library.

If you receive a grant, please acknowledge IMLS in any flyers, media spots, and newspaper articles. For example:

"This grant project was supported in part by Library Services and Technology (LSTA) funds awarded to the Alabama Public Library Service (APLS) by the Institute of Museum and Library Services (IMLS)."

<https://www.imls.gov/grants/grant-recipients/grantee-communications-kit/imls-acknowledgement-requirements>