



# IMLS Office of Museum Services National Leadership Grants for Museums Program

## FY2021 Information Session

August 2020

Welcome to the Institute of Museum and Library Services' webinar, "National Leadership Grants for Museums - Fiscal Year 2021 Information Session."

My name is Helen Wechsler, and I'll be hosting this webinar. We are delighted that you could join us today and that you are interested in learning more about the NLG for Museums program.

# Companion Webinars



## PRE-RECORDED WEBINAR

### IMLS OMS: Choosing a Funding Opportunity for FY2021

*Basic information about all museum funding opportunities*

<https://www.ims.gov/webinars/ims-office-museum-services-choosing-funding-opportunity-fy-2021>

This is one of a series of webinars designed to help you find the information you need to create a competitive application for IMLS museum funding.

Choosing a Funding Opportunity for FY2021 is available as a recording, and as a PDFs of the slides (along with their transcripts) on our website at the link on this slide.

The webinar covers the IMLS vision, mission, and strategic plan; with an emphasis on how they influence our grant making. We also address institutional eligibility; provide a quick overview of all our funding opportunities; discuss how to find information on our website; provide tips to help you complete an application; and we cover the three places you must be registered in order to apply for an IMLS grant. There are also individual webinars for each of the museum grant programs.



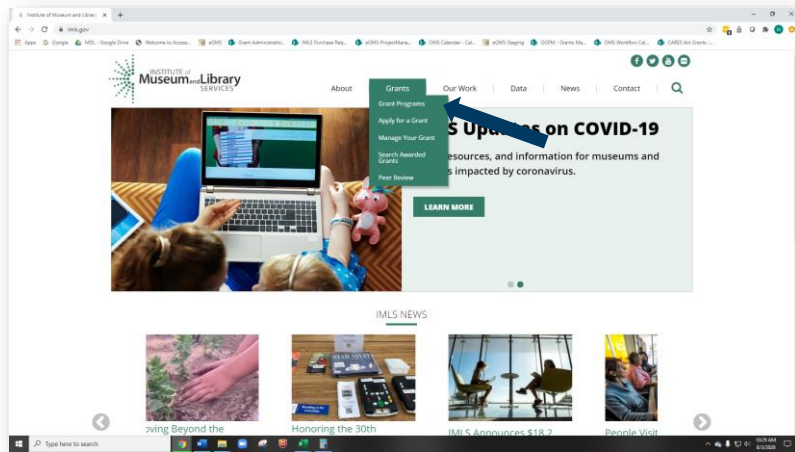
# NLG Museums Statistics

## Application and Award Numbers

	Number of Applications	Number of Awards	Funds Requested	Funds Awarded
FY 2019	70	15	\$31,777,673	\$5,747,423
FY 2020	60	12	\$34,854,819	\$5,814,284

Before we jump into details about the NLG for Museums program, I want to provide some numbers from the last two cycles. As you can see, NLG for Museums is a fairly competitive grant program. We were able to fund about 21% of applications received in FY19 and FY20. This webinar will help you determine if your project is right for the NLG program, which is essential before putting in the effort to prepare an application, and it will give you tips for creating a competitive proposal.

# NLG-M Notice of Funding Opportunity



www.ims.gov

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**NATIONAL LEADERSHIP GRANTS  
FOR MUSEUMS**

**FY 2021 NOTICE OF FUNDING OPPORTUNITY**

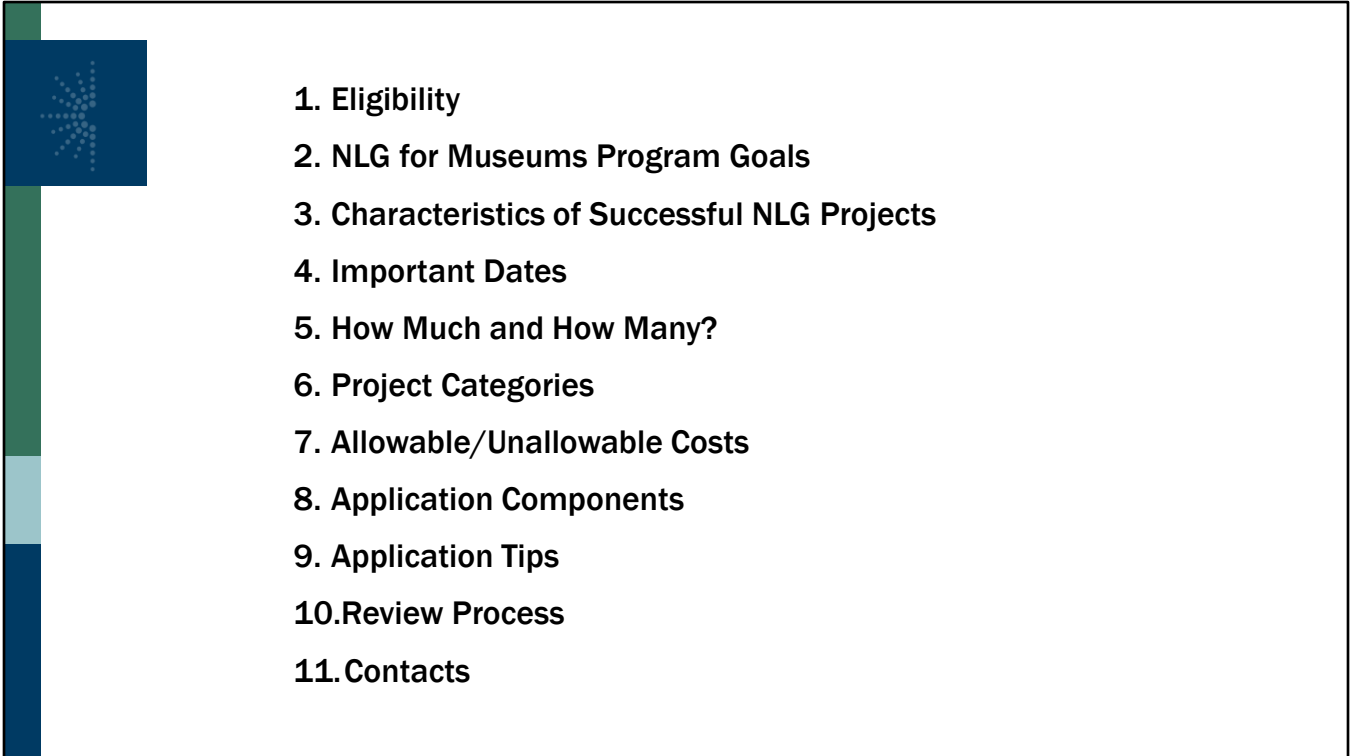
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OMB Control #: 3117-0004, Expiration Date: 8/31/2021

I also want to make sure to point out where the application process begins, which is on our website. Use the Grants drop-down menu and choose Apply for a Grant. Clicking that will take you to a list of grant programs from which you will choose National Leadership Grants for Museums.

These guidelines – or Notice of Funding Opportunity – which you can see on the right – will walk you through the application process and contain most of the information I will provide today.



- 1. Eligibility**
- 2. NLG for Museums Program Goals**
- 3. Characteristics of Successful NLG Projects**
- 4. Important Dates**
- 5. How Much and How Many?**
- 6. Project Categories**
- 7. Allowable/Unallowable Costs**
- 8. Application Components**
- 9. Application Tips**
- 10. Review Process**
- 11. Contacts**

In this presentation, we'll be addressing the following topics:

1. Eligibility
2. NLG for Museums Program Goals
3. Characteristics of Successful NLG Projects
4. Important Dates
5. How Much money you can apply for and How Many applications you can submit
6. Project Categories
7. Allowable/Unallowable Costs
8. Application Components
9. Application Tips
10. Review Process
11. Contacts



# Eligibility

- A museum
  - use a professional staff;
  - be organized on a permanent basis for essentially educational or aesthetic purposes;
  - own or use tangible objects, either animate or inanimate;
  - care for these objects; AND
  - exhibit these objects to the general public on a regular basis, at least 120 days a year, through facilities that it owns or operates.
- An organization or association that engages in activities designed to advance the well-being of museums and the museum profession
- An institution of higher education

You can be one of three types of organizations to be eligible to apply to NLG-N.

If you are applying as a museum, you will need to certify that:

use a professional staff;

be organized on a permanent basis for essentially educational or aesthetic purposes;

own or use tangible objects, either animate or inanimate;

care for these objects; AND

exhibit these objects to the general public on a regular basis, at least 120 days a year, through facilities that it owns or operates.

Regarding the 120 day rule during our current COVID-19 reality – you can count these 120 day in either the year preceding the application due date, the year preceding any shut down due to COVID-19, or the calendar year preceding this current unusual one (so, 2019).

You can also be eligible for NLG-M if you are an organization or association that engages in activities designed to advance the well-being of museums and the museum profession or if you are an institution of higher ed.



## NLG for Museums Program Goals

Support projects that address critical needs of the museum field and that have the potential to advance practice in the profession so that museums can improve services for the American public.



Now for the NLG for Museums goals. NLG supports innovative projects that address critical needs of the museum field and that have the potential to advance practice in the profession so that museums can improve services for the American public.

NLG is all about meeting the needs of the museum field, our institutions, and our professionals. We invest in leaders –institutions and partnerships– that understand the challenges and opportunities facing the field and devise plans to move the field forward through the development of resources and tools for wide use.



## Characteristics of Successful NLG-Museums Projects

- Broad Impact for the Museum Field
- In-depth Knowledge of the Issue
- Innovative Approach
- Collaborative Process
- Shared Results and Tools for the Sector

Making sure your project shares the characteristics of successful NLG projects is an important first step to preparing an application. We are looking for project that are structured intentionally to produce results that can be used by the field to influence practice. We're looking for tangible results such as tools, resources, and research findings that will be useful to a broad segment of the museum field.

We expect proposals to demonstrate deep familiarity with previous work on the project topic. Proposals supported by needs assessments, environmental scans, and/or research are stronger. We encourage new perspectives and innovative ideas and we are looking to see that the expertise needed to achieve results are represented in the proposal, so multi-institutional efforts, collaborations, and expert advisors are important.



# Important Dates

Nov '20



Applications due: **11:59 pm Eastern Time on November 16, 2020**

Dec '20

Jan '21

Feb '21

Mar '21

Apr '21

May '21

June '21

July '21

Aug '21



Awards announced: **August, 2021**

Sept '21



Projects start: **September 1, 2021**

We want to remind you of important dates for NLG applications. They are due by 11:59 pm Eastern Time on November 16, 2020. The Grants.gov system generates a time stamp so this deadline is non-negotiable. We will say this over and over again, but **start early** and **submit early**. That way, if you encounter a difficulty of any kind when submitting your proposal, you'll have some time to resolve the problem.

NLG for Museums awards will be announced in August of 2021 and all NLG projects must be scheduled to start on September 1, 2021.



## How much and how many?

### HOW MUCH?

**Option 1:** \$50,000-\$1,000,000 projects with 1:1 cost share required

**Option 2:** \$50,000-\$1,000,000 research projects with no cost share required.

**Option 3:** \$5,000-\$50,000 for one-year rapid prototyping projects with no cost share required

### HOW MANY?

There is no limit on the number of applications your museum may submit to NLG for Museums.

There are three funding options for NLG for Museums.

Option 1 is for full NLG for Museum projects that result in robust results for the field. These can request anywhere from \$50,000 to \$1,000,000. There is a 1:1 cost share requirement. Cost share may be in the form of cash, staff or volunteer time, or third-party contributions. It may not be funds from another federal source.

Option 2 is for research projects from \$50,000 to \$1,000,000, which do not require a cost share. We'll talk more about research projects a little later.

Option 3 supports one-year, rapid prototyping projects budgeted between \$5,000 and \$50,000, with no cost share required.

If you have an idea for an innovative solution to a field-wide challenge that requires some funding to rapidly develop, test, iterate, and retest, this funding level is for you. Remember, whether you succeed, fail, or come out somewhere in between, we want you to report your results to the field; tell others what worked, what is promising, what needs more tweaking, and what they should not try at home.

The second question is how many applications you may submit? There is no limit on the number of applications your museum may submit to NLG-museums.



# Project Categories

Collections Stewardship and Access

Data and Evaluation

Digital Platforms and Applications

Diversity and Inclusion

Professional Development

There are five project categories. I will go through each one and provide a summary followed by some examples of project topics. Please refer to the NLG for Museums Notice of Funding Opportunity on our website, which contains more detail.



# Project Categories

## **Collections Stewardship and Access**

Support the museum field in addressing state-of-the-art collections care and collections-information management, curation, preventive conservation, conservation treatments, as well as broad access to and use of museum collections.

Collections Stewardship and Access projects should support the museum field in addressing state-of-the-art collections care and collections-information management, curation, preventive conservation, conservation treatments, as well as broad access to and use of museum collections.

We would like projects that focus on helping the field address challenges associated with preservation and care of collections, as well as those that work to expand access and use of the collections.



# Project Categories

## **Collections Stewardship and Access**

### *Project Examples*

- New tools or services that enhance collection management strategies, facilitate access, and aid in the use of museum collections
- Research focusing on any broadly relevant aspect of care and management
- Coalitions to enhance collections care and digital access across institutions of all sizes, disciplines, and locations
- New avenues for gathering and incorporating collections information from stakeholders

Some possible project examples include ...



# Project Categories

## Data and Evaluation

Support the collection of data that can be analyzed to lead to new understandings about the museum field and its impacts on individuals, communities, and society, and that can demonstrate trends, identify gaps and opportunities, contribute to improved practices, and help understand the landscape for museums programs and services.

Data and Evaluation projects should support the collection or use of data that can be analyzed to lead to new understandings about the museum field and its impacts on individuals, communities, and society, and that can demonstrate trends, identify gaps and opportunities, contribute to improved practices, and help understand the landscape for museum programs and services.



# Project Categories

## Data and Evaluation

### *Project Examples*

- Study the impact of museums on people and communities
- Use gap analysis and needs assessment to understand the capacity of the museum sector and inform tools to advance the field
- Partner with higher education to better understand museum practice
- Conduct longitudinal studies on museum professional preparation to benefit the sector
- Test methods for assessing needs and evaluating impacts that can be scaled and replicated

Some possible project examples include ...



# Project Categories

## **Digital Platforms and Applications**

Explore, understand, and optimize the use of digital technology in museums to further lifelong learning, community collaboration, and public access to collections.

Digital Platforms and Applications projects should explore, understand, and optimize the use of digital technology in museums to further lifelong learning, community collaboration, and public access to collections.





# Project Categories

## Digital Platforms and Applications

### *Project Examples*

- Shared systems, networks, and technologies to enhance access, optimize use, and manage digital assets
- Tools and technologies that enable people of all backgrounds and abilities to use museum collections and resources
- Digital media tools for online access to learning resources
- New media communications tools that foster engagement, learning, and conversation
- Experiments and tools focusing on educational trends such as open education resources, blended and flipped classrooms, gaming, etc.
- Expanded access to and use of collections through technologies such as 3D visualization, augmented and virtual reality, digital archiving, or crowd-sourcing models
- Strategies to leverage rich data, linked data, and open data resources

Here are some project topics examples ...



# Project Categories

## **Diversity and Inclusion**

Support museums in engaging with communities and providing inclusive services to people of various backgrounds, circumstances and abilities. Understand the current status and future trends in the demographics of communities and structure programs and services accordingly. Help museums work with community members and community-based organizations to broaden opportunity and access.

Diversity and Inclusion projects should support museums in engaging with communities and providing inclusive services to people of various backgrounds, circumstances and abilities. They should understand the current status and future trends in the demographics of communities and structure programs and services accordingly and help museums work with community members and community-based organizations to broaden opportunity and access.



# Project Categories

## Diversity and Inclusion

### *Project Examples*

- User-centered programs that focus on learning for families and individuals with various backgrounds, circumstances, and abilities
- Policies and partnerships that address barriers to accessing museum services
- Programs that raise early awareness about museum careers
- Models and templates that incorporate diversity and inclusion objectives into organizational plans
- Investigating questions relating to diversity and inclusion, the findings from which will inform museums' work in this area
- Resources that promote museums as trusted spaces for civic discourse and dialogue

Here are some project topics examples ...



# Project Categories

## Professional Development

Support the recruitment, training, and development of museum staff, volunteers, and interns to grow a skilled, professional, diverse, and inclusive workforce and strengthen museums' capacity to serve their audiences. Share and adopt best practices and innovations by creating programs to ensure the highest standards in all aspects of museum practice.

The fifth and final project category is Professional Development. These project should support the recruitment, training, and development of museum staff, volunteers, and interns to grow a skilled, professional, diverse, and inclusive workforce and strengthen museums' capacity to serve their audiences. They should share and adopt best practices and innovations by creating programs to ensure the highest standards in all aspects of museum practice.



# Project Categories

## Professional Development

### *Project Examples*

- Multi-institution and cross-sector networks and coalitions in support of professional development opportunities
- Dissemination of content and skills-based information through online communities of practice and other digital platforms
- Creating opportunities to encourage a more inclusive and diverse museum professional and volunteer workforce.
- Professional development in relevant sector needs such as digital technology, evaluation, and project management
- Innovative courses, internships, and museum placement plans for emerging professionals

Again, some examples include ...



# Choosing a Project Category

Collections Stewardship and Access  
Data and Evaluation  
Digital Platforms and Applications  
Diversity and Inclusion  
Professional Development

## Ask yourself:

Will your project results in innovative tools and resources to help the field 1) care for their collections and broaden access and use or 2) use data to better understand the needs and trends in the field or 3) use digital technology for learning and access 4) foster more inclusive environments and services for everyone in their community or 5) gain the skill and capacity needed to move the profession forward?

Who do you want reviewing your applications – collections and digital access experts, data and assessment experts, museum technologists, diversity specialists, professional development practitioners?

Before we close our discussion of Project Categories, we want to note that many projects could fit logically in more than one category. Sometimes it's tough to pick **one category**.

In these cases, think about the primary need you are addressing with your project and the tangible results intended for field use. Will they help the field 1) care for their collections and broaden access and use or 2) use data to better understand the needs and trends in the field or 3) use digital technology for learning and access 4) foster more inclusive environments and services for everyone in their community or 5) gain the skill and capacity needed to move their institutions forward?

A second way to go at this might be to think about who you want to review your application - collections and digital access experts, data and assessment experts, museum technologists, diversity specialists, professional development practitioners?

As always, if you have questions, call the IMLS staff to discuss them.

# Where to learn more...

The screenshot shows the Institute of Museum and Library Services website. The main content area is titled "Sample Applications" and lists various grant opportunities under several categories:

- Museums for America Learning Experiences**
  - [Maryland State Museum](#) (PDF, 1.14 MB)
  - [New York Historical Society](#) (PDF, 394 KB)
  - [Palace of the Governors](#) (PDF, 611 KB)
  - [California Museum of Science](#) (PDF, 176 KB)
  - [Pima Museum](#) (PDF, 292 KB)
  - [New Bedford Whaling Museum](#) (PDF, 400 KB)
  - [Museum of Science](#) (PDF, 1 MB)
  - [Denver Museum of Science](#) (PDF, 576 MB)
  - [Smithsonian Center for the Arts](#) (PDF, 485 MB)
  - [Royal Ontario Museum](#) (PDF, 402 KB)
- Community Anchors and Catalysts**
  - [Denver Art Museum](#) (PDF, 619 KB)
  - [Cleveland Museum of Art](#) (PDF, 863 KB)
  - [Woodward Clyde Zoo](#) (PDF, 600 KB)
  - [Edinburgh](#) (PDF, 1.2 MB)
- Collections Stewardship and Public Access**
  - [Museum Historical Society](#) (PDF, 1.1 MB)
  - [Museum of the City of New York](#) (PDF, 3.23 MB)
  - [Smithsonian American Museum](#) (PDF, 810 KB)
  - [Arizona State Museum](#) (PDF, 542 KB)
  - [Berkeley Art Museum and Pacific Film Archive](#) (PDF, 361 KB)
  - [Marshall W. Fredericks Biological Museum](#) (PDF, 120 KB)
  - [Lincoln Park Zoo and Botanical Gardens](#) (PDF, 940 MB)
- Museums Empowered**
  - [Denver Museum of Nature and Science](#) (PDF, 807 KB)
  - [San Diego Museum](#) (PDF, 517 KB)
  - [Palmer House](#) (PDF, 729 KB)
  - [National Museum of Science](#) (PDF, 528 KB)
  - [Harvard University](#) (PDF, 388 KB)
  - [Pittsburgh Museum](#) (PDF, 1.7 MB)
- Museum Grants for African American History and Culture**
  - [Lewis H. Lathrop House Museum](#) (PDF, 1 MB)
  - [National Civil Rights Museum](#) (PDF, 370 KB)
  - [The National Civil War Museum](#) (PDF, 277 KB)
  - [Tulane University \(Leger Museum\)](#) (PDF, 524 KB)
- National Leadership Grants for Museums**
  - [Smithsonian Center for Art and Historic Architecture](#) (PDF, 398 KB)
  - [Bridgeton](#) (PDF, 1.12 MB)
  - [Lincoln Park Zoo](#) (PDF, 142 KB)

We have posted the abstract, narrative, and schedule of completion for a cross-section of successful NLG for Museums applications. The proposals posted present a variety of project types, meet the overarching goal of the NLG for museums program, and were considered to be clear and well-written by reviewers. Looking at these exemplary proposals might help clarify your thinking about your own application.

# Application Components

## Required Documents

**All** applications must include these. Omission of one results in exclusion from further consideration.

## Conditionally Required Documents

**Some** applications must include these. Omission of one results in exclusion from further consideration.



## Supporting Documents

These are **optional**. Make good decisions, and include only those that supplement the narrative and support the project description provided in the application.

Next up are the documents that make up your application and that you will upload into Grants.gov.

These application components fall into three categories. The first is **Required Documents**. **All applications must include these.**

The second group is **Conditionally Required Documents**. **Some** applications must include these. It might depend on the nature of your institution or some aspect of your project. In either case, omission of any one can result in the exclusion of your application from further consideration.

The third group of application components are **Supporting Documents**. These are completely optional. You may submit some or none. Think about including only those that supplement or back-up your narrative. You may refer to these materials in your narrative so your reviewers know where to look. This is not the place to introduce new information. Be respectful of your reviewers' time.



# Table of Application Components

Use the table to keep organized.

- Serves as a checklist of application components
- Identifies document formats and naming conventions
- Provides links to instructions and forms
- Identifies categories of documents (Required, Conditionally Required, Supporting)

D2a. Table of Application Components

Component	Format	File name to use
<b>Required Documents</b> Please see the guidance in Section D2c for more information.		
<a href="#">The Application for Federal Domestic Assistance/Short Organizational Form (SF-4245)</a>	Grants.gov form	n/a
<a href="#">IMLS Supplementary Information Form (including Abstract)</a>	Grants.gov form	n/a
<a href="#">IMLS Museum Program Information Form</a>	Grants.gov form	n/a
<a href="#">Organizational Profile</a> (one page max.)	PDF document	Organizationalprofile.pdf
<a href="#">Narrative</a> (ten pages max.)	PDF document	Narrative.pdf
<a href="#">Schedule of Completion</a> (one page per year max.)	PDF document	Scheduleofcompletion.pdf
<a href="#">IMLS Budget Form</a>	IMLS PDF form	Budget.pdf
<a href="#">Budget Justification</a>	PDF document	Budgetjustification.pdf
<a href="#">List of Key Project Staff and Consultants</a> (one page max.)	PDF document	Projectstaff.pdf
<a href="#">Resumes of Key Project Staff and Consultants</a> (two pages each max.)	PDF document	Resumes.pdf
<b>Conditionally Required Documents</b> Please see the guidance in Section D2d for more information.		
<a href="#">Proof of Private, Nonprofit Status</a>	PDF document	Proofnonprofit.pdf
<a href="#">Final Federally Negotiated Indirect Cost Rate Agreement</a>	PDF document	Indirectcostrate.pdf
<a href="#">Digital Product Form</a>	IMLS PDF form	Digitalproduct.pdf
<b>Supporting Documents</b> Please see the guidance in Section D2e for more information.		
<a href="#">Information that supplements the Narrative and supports the project description provided in the application</a>	PDF document	Supportingdoc1.pdf Supportingdoc2.pdf Supportingdoc3.pdf

In the NLG for Museums Notice of Funding Opportunity you will find a Table of Application Components. We recommend that you use this to keep yourself organized. It serves as a checklist of application components. The middle column tells you about document formats and the third tells you how to name each document. Note that attempting to upload a document that is not a pdf (such as Word or Excel) will result in an error and the document will not be included in the full application.

The table also provides links to instructions and forms, and it tells you which documents are required, conditionally required, and supporting.



## Narrative: Project Justification

### Tell us:

- What need, problem, or challenge will your project address, and how was it identified?
- How will the museum field benefit from your project?
- How will your project address the goals of the NLG for Museums program and align with the project category you have chosen?

### Reviewers will look for:

- *Evidence supporting the identification of the need, problem, or challenge to be addressed*
- *Clear identification of the stakeholders and/or beneficiaries and their involvement in planning*
- *Potential to advance practice in the museum profession by addressing current needs of the field*
- *Alignment of project with NLG for Museums grant program and the project category chosen*

Now let's talk about the narrative of your proposal. You have ten pages to cover three sections.

### PROJECT JUSTIFICATION

In this section of the narrative, you should lay out the reasoning for your project. Tell us in the clearest terms what need, problem, or challenge you expect to address; how you identified it; who or what will benefit from your work; and how your project will address the goals of NLG for Museums and the project category you have chosen.

Remember that core to NLG for Museums is the desire to support projects that strengthen the museum field. Show the reviewers how this all fits together.

Reviewers will consider how well you've defended the need, problem, or challenge you will address; how well you've identified who or what will benefit from the project, and how good of a job you've done in involving them in the planning. Reviewers also value external needs assessment or research that can support and validate your need. They'll look at how well your project aligns with NLG for Museums and the project category you have chosen.



# Narrative: Project Work Plan

## Tell us:

- What specific activities, including evaluation, will you carry out?
- What are the risks to the project and how will you mitigate them?
- Who will plan, implement, and manage your project?
- Will partners be engaged and, if so, for what purpose?
- When and in what sequence will your activities occur?
- What resources will you need to carry out the activities?
- How will you track your progress?
- How and with whom will you share your project's results?

## Reviewers will look for:

- *Activities informed by appropriate theory and practice*
- *Appropriate evaluation activities*
- *Clearly stated goals, assumptions, and risks*
- *Team with sufficient experience and skills*
- *Realistic and achievable schedule*
- *Appropriate time, personnel, and financial resources*
- *Clear methodology for tracking progress and adjusting course when necessary*
- *Effective plan for communicating results and/or sharing discoveries*
- *For research projects: Appropriate research design and compliance with research proposal guidance*

## PROJECT WORK PLAN

The Project Work Plan is the part of the narrative in which you explain what you will do, who will do it, when, and using what resources.

The reviewers will be looking for evidence that you know what you are doing, have the right people at the table, that the project is realistic, that there is room to change course if needed, and, for research projects, they'll look for appropriate research design and answers to the questions outlined in the guidance on [effective research proposals](#).



# Research Projects

- What are your specific research questions?
- What is your theoretical framing?
- What is the relevance of the proposed research for current practice?
- What research method(s) will you use?
- What type of data will you gather?
- How will you analyze the data?
- How will you report the information?
- How will you manage the research data and make it available for future use?

Speaking of research...here are the questions outlined and explained in the Guidance for Research Applications, within the NLG for Museums Notice of Funding Opportunity. To submit a competitive research proposal, your narrative should answer these. We sometimes see projects submitted as research in order to avoid the cost share requirement. This is not a winning strategy. Think carefully about these question and if they do not makes sense for your project, you likely do not have a research project.



# Narrative: Project Results

## Tell us:

- What are your intended results, and how do they address the identified need?
- What do you expect to change and among whom?
- What tangible products will result?
- How will you sustain the benefit(s) of your project?

## Reviewers will look for:

- *Clearly articulated results linked to the identified need or challenge*
- *A solidly grounded and appropriately structured plan to effect meaningful change*
- *Useful tangible products*
- *Reasonable and practical plan for sustaining the benefits of the project beyond the conclusion of the grant*

## PROJECT RESULTS

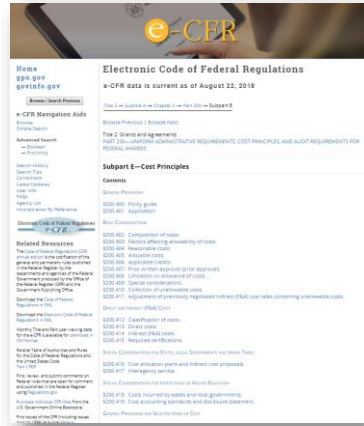
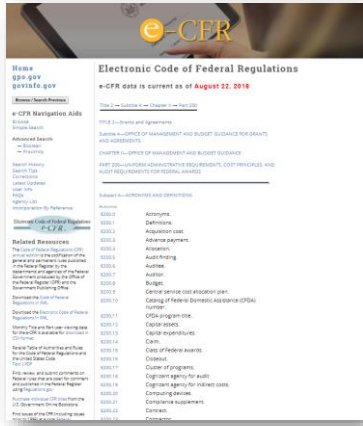
The final section of your narrative should be devoted to articulating your project's intended results.

What specific results do you intend to achieve in your project and what will change as a result.

Tell us about the tangible products that will result from your project, if you have any, and last but not least, tell us how you will sustain the benefits of your project beyond the lifespan of this particular project? In other words, when the federal funding goes away, how will the benefit to the field be sustained?

Reviewers will register their thoughts about how likely it is you will deliver on the results that you've proposed; how useful the tangible products you plan to create will be; and whether your plan for sustaining the benefits of the project are reasonable and practical.

# Allowable/Unallowable Costs



[https://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200\\_main\\_02.tpl](https://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl)

OR

<https://tinyurl.com/yall9ewx>

We'll turn now to allowable and unallowable costs for your project. Be very careful in preparing your proposal and include only allowable costs in both your IMLS ask and your cost share.

We'll go through some common expenses that are allowable and unallowable, but for details, please see the Code of Federal Regulations covering Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, or "2 CFR 200" for short.

Fortunately, the regulations are available online in a searchable format on the U.S. Government Publishing Office website listed on the screen.

Of particular interest is Subpart E - Cost Principles, a small section of which is shown on the right side of the screen.

# Allowable Costs

## Examples of allowable costs

- 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
- training for staff and volunteers that impacts multiple museums
- indirect or overhead costs



In the NLG for Museums Notice of Funding Opportunity, we provide a partial list of the most common examples of allowable costs for this grant program. These include:

- 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 (these would be contracts or subawards)
- publication design and printing
- training for staff and volunteers that impacts multiple museums
- indirect or overhead costs

So, these costs may be part of what you ask IMLS to pay for and/or what you will pay for as part of your cost share, if one is required.

# Unallowable Costs

## Examples of unallowable costs

- general fundraising costs, such as development office staff or other staff time devoted to general fundraising
- contributions to endowments
- general operating support
- acquisition of collections
- general advertising or public relations costs designed solely for promotional activities other than those related to the specific project
- construction or renovation of facilities
- social activities, ceremonies, receptions, or entertainment



Unallowable costs include:

- general fundraising costs, such as development office staff or other staff time devoted to general fundraising;
- contributions to endowments;
- general operating support;
- acquisition of collections;
- general advertising or public relations costs designed solely for promotional activities other than those related to the specific project;
- construction or renovation of facilities; and
- social activities, ceremonies, receptions, or entertainment.

So, these costs may NOT be part of what you ask IMLS to pay for, NOR can they be part of what you will pay for as part of your cost share. In fact, unallowable expenses can't show up anywhere in your proposal.



# Application Tips

## Register early!

1. D-U-N-S® Number: [www.dnb.com/us](http://www.dnb.com/us)
2. SAM Registration: [www.sam.gov](http://www.sam.gov)
3. Grants.gov Registration: [www.grants.gov](http://www.grants.gov)



Now for some tips.

First on the list is “Register early!” You must have a DUNS number, an active SAM.gov registration, and a current and functional Grants.gov registration. You must have a DUNS number to register with SAM.gov. You must have an active SAM.gov registration to register with Grants.gov. And you must have a functional Grants.gov registration in order to submit an application to IMLS. Check to see whether your Grants.gov registration is associated with a former staff member whose password is a mystery to you. Leave time to deal with these eventualities!

It’s also crucial to remember that your SAM.gov registration expires each year and you must renew it. You can log into SAM.gov at any time and find out your status.



## Application Tips

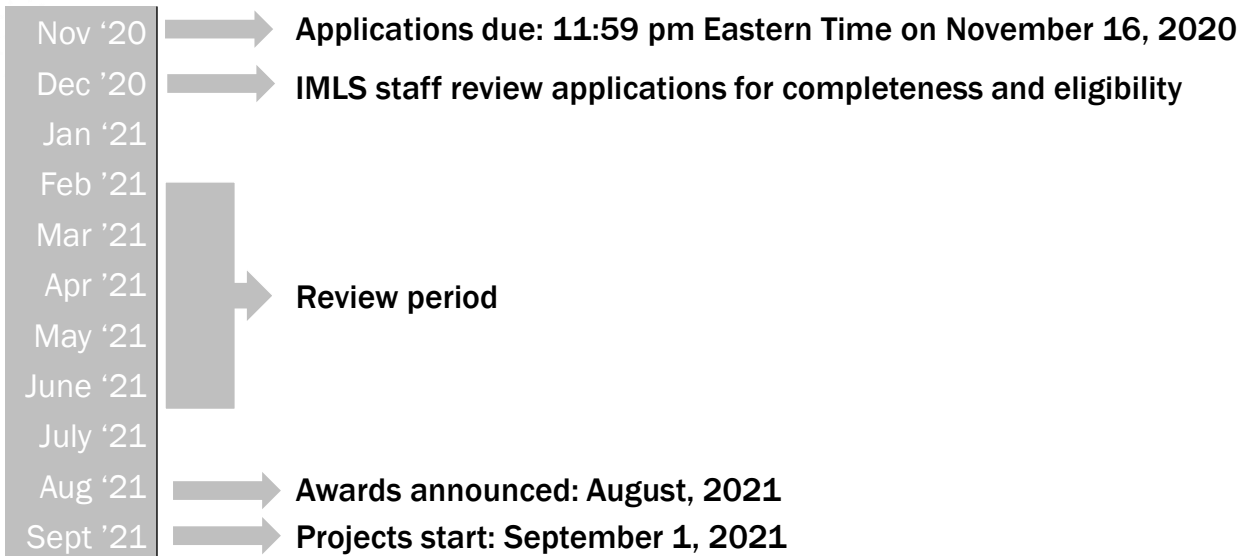
**IMPORTANT TO KNOW:** We can make grants only to **eligible** applicants that submit **complete** applications, including attachments, **on or before the deadline**. So...

- Start early.
- Do your background research.
- Revisit the grant Notice of Funding Opportunity frequently, and follow the narrative outline it provides. Use headings, subheadings, or numbered sections to make it easy for reviewers to read.
- Avoid generalities, acronyms, and jargon.
- Check your spelling, grammar, and math.
- Ask a colleague to review everything with fresh eyes before you submit.
- Be sure your application is complete. **Pay close attention to required documents and formats.**
- Submit to Grants.gov **early** so you can correct any errors.

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

- Start early.
- Do your background research. Make it easy for the reviewers to see that you are up to date and know what you're talking about.
- Revisit the grant Notice of Funding Opportunity frequently, and follow the narrative outline it provides. Use headings, subheadings, or numbered sections to make it easy for reviewers to read.
- Avoid generalities, acronyms, and jargon. The people who will review your application are experts, but they may not be totally familiar with your particular field's shorthand. Make it easy for them to understand what you mean.
- Check your spelling, grammar, and math.
- Ask a colleague to review everything with fresh eyes before you submit. Ask them to act like a reviewer who's seeing this for the first time.
- Be sure your application is complete. **Pay close attention to required documents and formats.** Check it against the Table of Application Components.
- Submit to Grants.gov early so you can correct any errors.

# Review Timeline



We want to remind you of important dates for NLG applications. They are due by 11:59 pm Eastern Time on November 16, 2020 and Grants.gov system generates that time stamp. Staff reviews applications for completeness and institutional eligibility before they are sent for review, which will happen from February through June. There will be two tiers of review during that time.

This year, NLG for Museums awards will be announced in August of 2021.

And all NLG projects must be scheduled to start on September 1, 2021.



# Contacts

## IMLS Office of Museum Services Staff Contacts

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Thank you very much for your interest in IMLS and in the National Leadership for Museums program. We hope you have found the information in this webinar helpful. Here is a listing of the names, email addresses, and direct phone numbers for program staff in the Office of Museum Services. There is also a list of staff on the NLG for Museums page of our website with contact information. We encourage you to contact us with any questions you might have. We'll be very happy to help.



**To learn more, visit [www.imls.gov](http://www.imls.gov)**

And remember that our website is the central place for information about applying for IMLS grants.