Programming 101:
ALA Resources, Grant Writing Tips, and Funding Opportunities for Libraries

Presented by:
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ALA's Public Programs Office

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Introduction to ALA's Public Programs Office (PPO)

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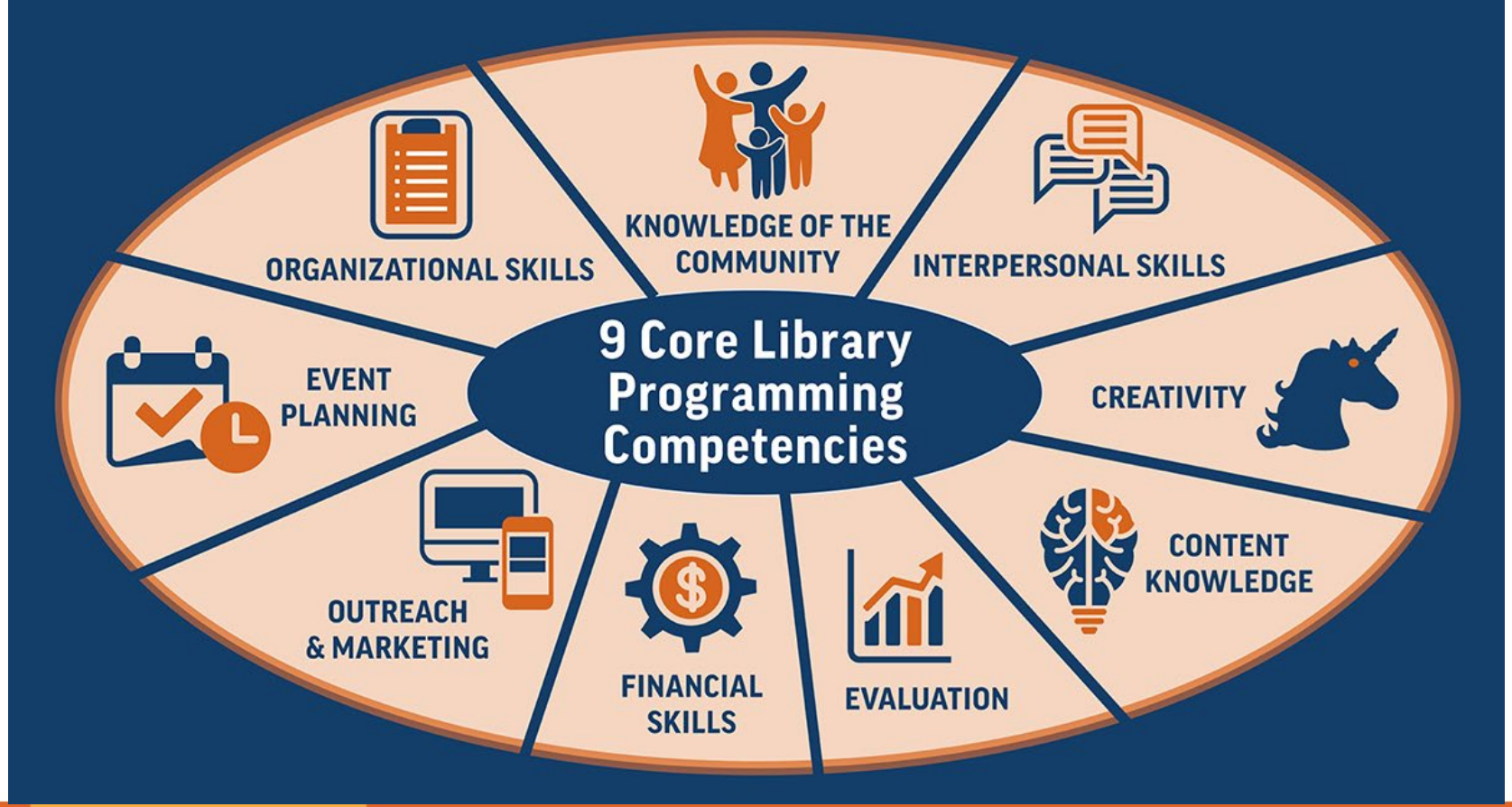
What is a Programming Librarian?

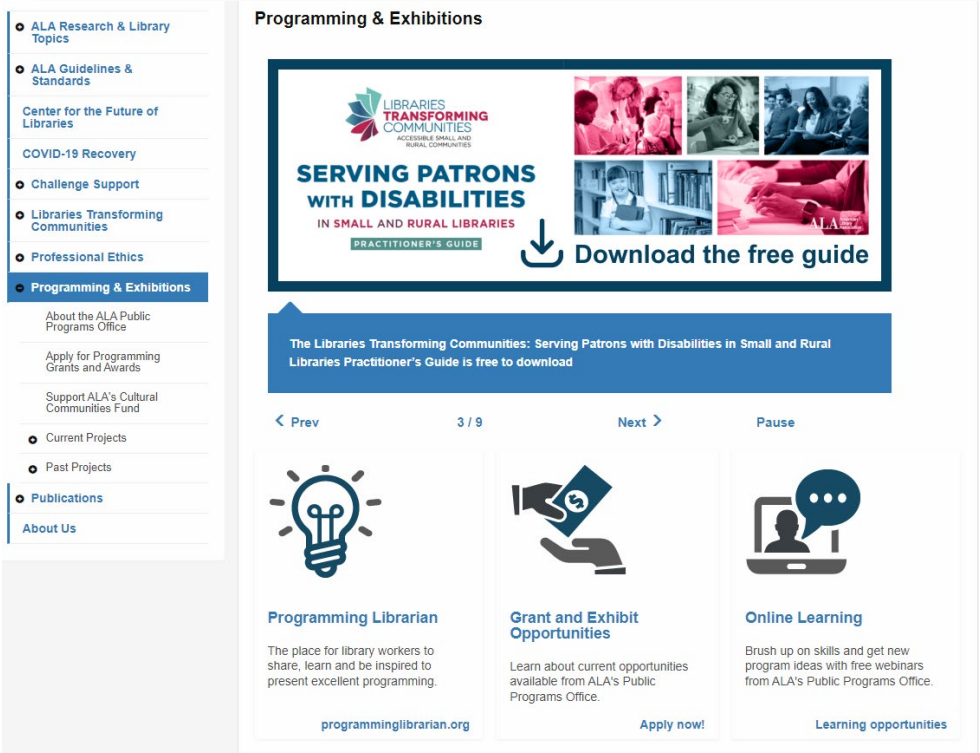
National Impact of Library Public Programs Assessment (NILPPA)

- In a NILPPA survey of programming librarians:
  - 93% said they learned to run programs on the job
  - 62% from colleagues
  - 74% from other informal learning (such as jobs in retail or planning parties)


9 Core Library Programming Competencies
ORGANIZATIONAL SKILLS
KNOWLEDGE OF THE COMMUNITY
INTERPERSONAL SKILLS
EVENT PLANNING
CREATIVITY
OUTREACH & MARKETING
FINANCIAL SKILLS
EVALUATION
CONTENT KNOWLEDGE

nilppa.org

PPO Resources



- Free programming guides
- Online learning
- Programming Librarian
- Grant opportunities

Media Literacy for Adults - free practitioners' guide

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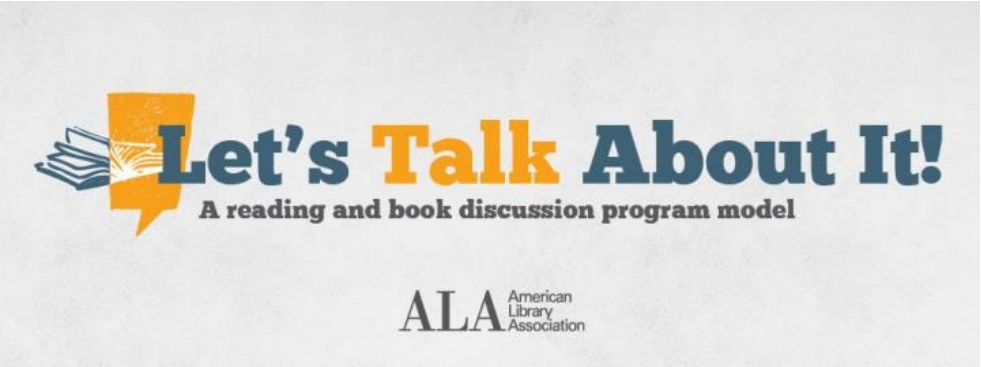
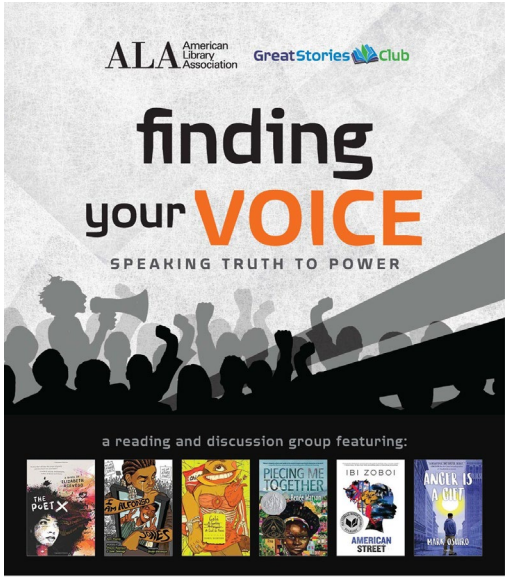
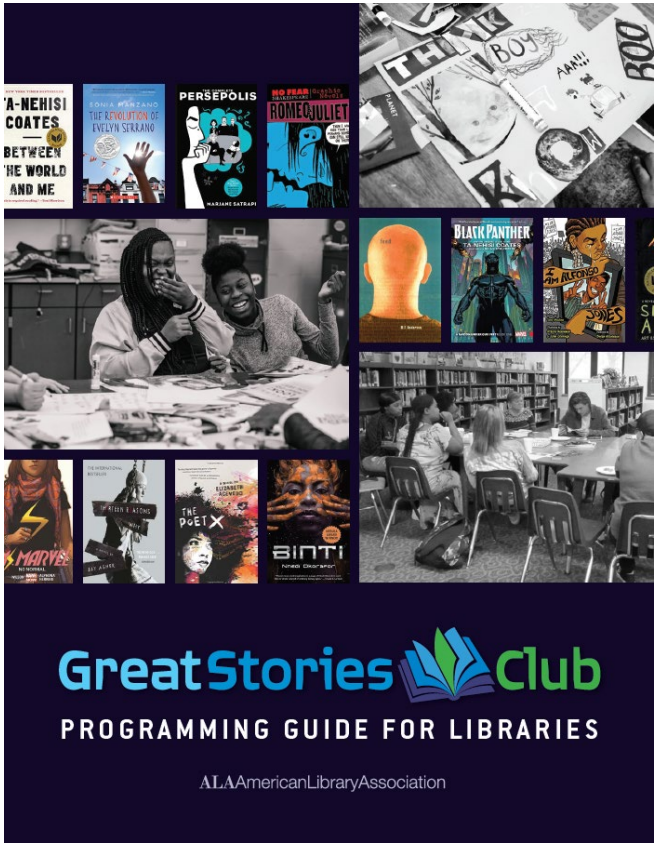
Let's Talk About It!



- Check out the general Programming Guide for tips on how to run a series
- 44 different themes

Great Stories Club





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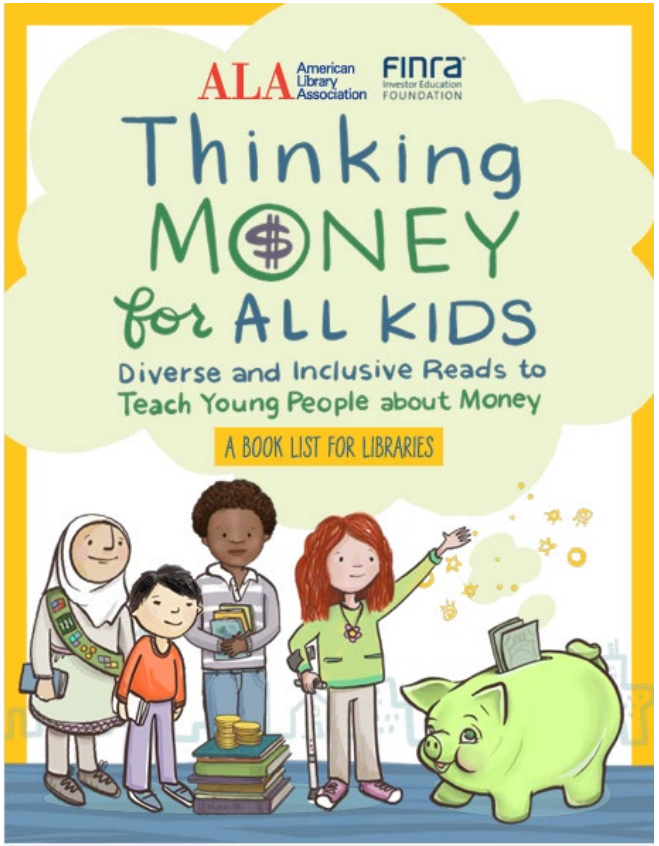


Picture Books

A Bike Like Sergio's

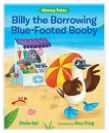
SPANISH TITLE: *Una bicicleta como la de Sergio*

by Maribeth Boelts; illustrated by Noah Z. Jones

CANDLEWICK PRESS, 2018

978-0763666491

Ruben feels like he is the only kid without a bike. His friend Sergio reminds him that his birthday is coming, but Ruben knows that the kinds of birthday gifts he and Sergio receive are not the same. After all, when Ruben's mom sends him to Sonny's corner store for groceries, sometimes she doesn't have enough money for everything on the list. So when Ruben sees a dollar bill fall out of someone's purse, he picks it up and puts it in his pocket. But when he gets home, he discovers it's not one dollar or even five or ten—it's a hundred-dollar bill, more than enough for a new bike just like Sergio's! But what about the crossed-off groceries? And what about the woman who lost her money?



Billy the Borrowing Blue-Footed Booby

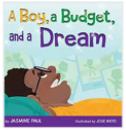
(Money Tales series)

by Sheila Bair; illustrated by Amy Zhing

ALBERT WHITMAN & CO., 2021

978-0807508121

Billy the Blue-Footed Booby, who lived on the Galapagos, wanted to buy an umbrella, so he went to Selling Seal. But Billy didn't listen to Seal's explanation of what that umbrella would end up costing him. And then Billy wanted a fan like Arlene the tortoise's, a purple-striped wig like Ig the iguana's, neon-green shoes like Niels the lizard's, and Seal's anchovy grill. All his friends and his twin sister, Bess, tried to help, but Billy lost everything. In this brightly illustrated and approachable story, Billy discovers the concepts of "buy now and pay later" and "needs versus wants."



A Boy, a Budget, and a Dream

by Jasmine Paul; illustrated by Jose Nieto

CREATEFINSTEW LLC, 2020

978-1736733516

Kass budgets her money carefully and expects her brother Joey to do the same. But Joey spends every dollar he earns. When he realizes he hasn't saved enough money to pay for something he's been dreaming about, Joey must either learn to budget or risk giving up his dream.

Libraries Transforming Communities

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Featured Items

LTC: Accessible Small and Rural

in News

Apply for grants of $10k and $20k to increase accessibility services.

Apply Now: Americans and the Holocaust

in News

Public and academic libraries are invited to apply for the *Americans and the Holocaust* exhibition.

Build a Better Book

in News

Teens design accessible books and activities for people with disabilities.

Community Displays

in Program Models

Community members curate library displays with personal collections, art or topics of interest to share.

News

OCT 10 — Creating Accessible Programming Spaces
Read more

OCT 4 — The New York Public Library To Launch Nationwide "Books For All: Protect the Freedom to Read" Campaign

SEP 18 — Build a Better Book: Teens Using STEM to Create a User-Friendly World

Blogs

SOAR Analysis: 16 Questions to Improve Your Community E...
By: Community-Centered Libraries

Building Programs for the Long-Term: Think C-S-C
By: Community-Centered Libraries

Going Beneath the Cultural Iceberg to Communicate with ...
By: Community-Centered Libraries

ProgrammingLibrarian.org

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Project Developed

- Project Director and partner(s) conceive, design program
- Budget, guidelines and other project documents are created
- Funding is acquired
- PPO staff collaborates with advisors and partners to develop project / educational resources for libraries
- Internal processes put in place (e.g., collabs with ALA Finance, Communications & Marketing Office, etc.)

Applications Open, Promotion Begins

- Online application launches (ALA Apply)
- Grant opportunity announced to the library field
- Opportunity is promoted to the library field
- Customer service provided for applicants
- Grant writing assistance provided to applicants upon request
- Peer reviewers recruited

Grants Made, Recipients Announced

- Applications are peer-reviewed by library workers (ALA Apply)
- Grant recipients announced via press release
- Cash grants, programming resources and promotional materials distributed to grant recipients

Programming Implemented in Libraries

- Training held for grant recipients
- Programming is held in / traveling exhibition tours to libraries across the country
- Customer service provided for grant recipients
- Libraries promote programs locally using ALA-created promotional materials

Grant Reporting + Storytelling

- Grant recipients submit reports to ALA (ALA Apply)
- ALA submits reports to funder(s)
- Success stories from the project are shared via ALA communications channels (e.g.. conference sessions, Programming Librarian website)
- Project closed

Other Places to Find Program Funding

1. States Humanities Councils/National Endowment for the Humanities
2. National Endowment for the Arts
3. State Libraries
4. Nonprofits (such as Friends of the Library groups)
5. Library Grants blog (librarygrants.blogspot.com), published by Stephanie K. Gerding and Pamela H. MacKellar

programminglibrarian.org/articles/9-places-you-can-apply-program-funds

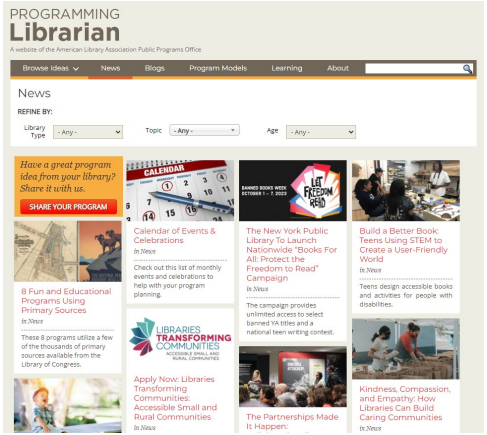
Grant Writing Tips

- Know what you want to accomplish
- Have a detailed budget
- Plan ahead
- Have a second set of eyes help review
- Reach out!

programminglibrarian.org/learn/grant-writing-101-basics-programming-librarians

Current PPO Opportunities

- Find our current grant opportunities here: ala.org/tools/programming/apply
- Sign up for our Programming Librarian e-newsletter!



Current opportunities are listed below. To be alerted about future offerings, sign up to receive ALA's Programming Librarian e-newsletter.

Current Opportunities:

Americans and the Holocaust

Applications close 11:59 pm Central Time on Saturday, October 14, 2023

Libraries Transforming Communities: Accessible Small and Rural Communities (Round Two)

Applications close 11:59 pm Central Time on Monday, December 11, 2023

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Questions?