
Advanced Certificate in Museum Project Management

Grant Writing and Fundraising.

Advanced Certificate in Museum Project Management: A professional development program that provides participants with the skills and knowledge necessary to successfully manage museum projects.

Appeal: A request for donations, usually sent via mail or email, that outlines the need for funding and the impact the donation will have.

Budget: A financial plan that outlines the estimated costs of a project and the expected sources of revenue.

Capital campaign: A fundraising effort focused on raising a large amount of money for a specific project, such as building or renovating a museum.

Challenge grant: A grant that is only awarded if the organization can raise a certain amount of matching funds.

Donor: An individual or organization that provides financial support to a museum.

Donor recognition: The act of publicly acknowledging and thanking donors for their support.

Grant: A financial award given by a foundation, corporation, or government agency to support a specific project or program.

Grant proposal: A written request for funding that outlines the need for the project, the methods and budget, and the expected outcomes.

Grant writing: The process of researching and applying for grants to support museum projects and programs.

In-kind donation: A non-monetary donation, such as goods or services, that can be used to support a museum's operations or programs.

Matching gift: A donation made by a corporation or foundation that matches the donation made by an individual employee.

Membership program: A fundraising strategy that offers benefits and privileges to individuals or organizations in exchange for an annual or monthly donation.

Prospect research: The process of identifying and gathering information about potential donors, including their giving history, interests, and capacity to give.

Restricted grant: A grant that can only be used for a specific purpose or project.

Stewardship: The process of maintaining and deepening relationships with donors through regular

communication, reporting, and recognition.

Unrestricted grant: A grant that can be used for general operating expenses or any project or program.

Vision statement: A statement that outlines a museum's long-term goals and aspirations.

Capitalization table: A financial tool that outlines the sources of funding for a capital campaign, including grants, donations, and in-kind contributions.

Case statement: A document that makes a compelling argument for why a museum needs funding and what the funds will be used for.

Cold call: A fundraising approach in which a development officer reaches out to a potential donor who has not previously expressed interest in supporting the museum.

Crowdfunding: A fundraising strategy that uses online platforms to raise small donations from a large number of people.

Cultivation: The process of building relationships with potential donors through personalized communication and engagement opportunities.

Deferred giving: A fundraising strategy that encourages donors to make planned gifts, such as bequests or charitable trusts, to support the museum after their lifetime.

Donor pyramid: A visual representation of a museum's donor base, with major donors at the top and smaller donors at the bottom.

Donor wall: A physical or digital display that recognizes and honors donors who have made significant contributions to the museum.

Fiscal sponsorship: An arrangement in which a nonprofit organization agrees to act as the fiscal agent for a museum that does not have its own 501(c)(3) status.

Friends group: An organization of individuals who support a museum through volunteerism, fundraising, and advocacy.

Giving circle: A group of donors who pool their resources and make collective decisions about which organizations to support.

Grant agreement: A legally binding document that outlines the terms and conditions of a grant, including the amount awarded, the reporting requirements, and the use of funds.

Grant management: The process of administering and monitoring grants to ensure compliance with the grant agreement and maximize the impact of the funds.

Major gifts: Large donations, typically \$1,000 or more, that provide significant support for museum projects and programs.

Planned giving: A fundraising strategy that encourages donors to make long-term gifts, such as bequests or charitable trusts, to support the museum after their lifetime.

Proposal budget: A detailed estimate of the costs associated with a grant proposal, including personnel, materials, and indirect costs.

Proposal narrative: A written description of the project or program for which funding is being requested, including the need, methods, and expected outcomes.

Sponsorship: A fundraising strategy that seeks financial support from corporations or businesses in exchange for recognition and promotion.

Sponsorship package: A document that outlines the benefits and recognition opportunities available to sponsors at different giving levels.

Underwriting: A fundraising strategy that seeks financial support from corporations or businesses to underwrite the costs of a specific program or event.

Volunteer: An individual who donates their time and skills to support the museum's operations or programs.

Annual fund: A fundraising campaign that seeks to raise a specific amount of money each year to support the museum's operations and programs.

Board of directors: A governing body responsible for overseeing the museum's mission, finances, and strategic direction.

Capital campaign cabinet: A group of influential volunteers who help lead and support a museum's capital campaign.

Case for support: A document that outlines the need for a capital campaign and the impact the funds will have on the museum.

Challenge grant proposal: A grant proposal that includes a request for a challenge grant, which will only be awarded if the museum can raise a certain amount of matching funds.

Corporate giving: A fundraising strategy that seeks financial support from corporations through grants, sponsorships, or matching gifts.

Crowdfunding platform: An online platform that facilitates crowdfunding campaigns for museums and other organizations.

Cultivation event: An event or activity designed to engage and build relationships with potential donors.

Deferred giving vehicle: A legal structure, such as a charitable trust or annuity, that is used to make planned gifts to a museum.

Donor database: A software program that tracks and manages information about museum donors,

including contact information, giving history, and communication preferences.

Donor recognition event: An event or activity designed to recognize and honor donors who have made significant contributions to the museum.

Fiscal sponsor agreement: A legal document that outlines the terms and conditions of a fiscal sponsorship arrangement between a museum and a nonprofit organization.

Friends group membership: A membership program for individuals who support a museum through volunteerism, fundraising, and advocacy.

Giving circle grant: A grant awarded by a giving circle to support a museum or other nonprofit organization.

Grant agreement amendment: A document that outlines the changes to a grant agreement, such as an extension of the grant period or a change in the use of funds.

Grant management software: A software program that helps museums administer and monitor grants, including tracking expenses, reporting progress, and submitting reports.

Major gifts officer: A development professional who is responsible for identifying, cultivating, and soliciting major gifts from individual donors.

Planned giving vehicle: A legal structure, such as a charitable trust or annuity, that is used to make planned gifts to a museum.

Proposal budget template: A pre-formatted document that outlines the categories of expenses and revenues associated with a grant proposal.

Proposal narrative template: A pre-formatted document that outlines the key elements of a grant proposal narrative, including the need