

# Application Guidelines

## Launch Pad Coaching Grants

### Fall 2017

Thanks to the support of the Government of Canada and the generosity of donors, the National Trust is pleased to offer a limited time opportunity for communities to receive a Launch Pad coaching grant.

Sometimes just a little advice from an expert can make a big difference in the regeneration of a historic place. If you are fighting to raise the funds to save a place, or if you need a fundraising strategy to reach new supporters, some well-timed coaching can boost a project's energy. This is where Launch Pad coaching grants come in, connecting groups with the right experts for some timely advice in new revenue generation models, community engagement strategies, organizational and business planning, partnership development, and fundraising.

#### Here is what you need to know:

1. Four Launch Pad coaching grants are available in the categories listed below. The application form is available by [clicking here](#).
2. Coaching will entail a combination of any of the following: remote training, one-on-one advice, group activities/exercises, and review and feedback of materials / communication tools.
3. Coaching sessions will be offered remotely. In-person sessions will be offered where available.
4. Coaching will take place between November 2017 and March 2018, and consists of 8-14 hours of coaching, typically involving two Launch Pad coaches. Coaching hours are typically made of time spent on direct coaching (meetings and discussions) and training. However, from time to time, coaching hours will also include time spent reviewing and auditing materials.

**Applications are due October 20<sup>th</sup>, 2017 by 5:00 PM ET.** Successful applicants will be notified on Friday, November 3, 2017.

#### This year's grants fall under the following categories:

- (A) Fundraising** (for example, a heritage organization needs a coach to review a draft fundraising plan, donor appeal strategy or crowdfunding campaign plan)
- (B) Revenue Generation** (for example, a community group is looking for advice on the start-up of a new revenue generation activity for a historic site)
- (C) Sponsorship** (for example, a local heritage organization is seeking advice on how to successfully adopt sponsorship strategies for an event or project)
- (D) Business Planning** (for example, a group of volunteers needs help drafting a business plan for the purchase of a historic site)
- (E) Marketing and Communications** (for example, a heritage organization is looking for advice on how to improve their social media outreach to attract loyal followers and donors)

## Eligibility

Applicant organizations must:

- Be a Canadian organization (registered not-for-profit, band council, or registered charity). The National Trust will prioritize small volunteer-run organizations and/or organizations with fewer than three full-time paid staff. *However*, from time to time, organizations with a larger staff complement may be approved.
- Own, lease, or be actively seeking to own a historic place (if the organization does not / is not seeking to own a historic place, the application must clearly demonstrate the impact of the work on a specific historic place).
- Be able to demonstrate that it is in a position to benefit from the coaching grant (i.e., that it has already begun work on the initiative, that it has resources assigned to the initiative, and/or that its leadership has endorsed the initiative).

***Please note: previous Launch Pad Coaching Grant recipients can only re-apply one year following the completion of their grant.***

**If your organization and your project meet these criteria, please complete the [application form](#).**

*Please note that these grants (estimated value of \$3,000-\$5,000 each) are awarded in time only. No actual funds will be provided.*

The National Trust's **Launch Pad Coaching Grants** connects community organizations with seasoned regeneration experts in order to collaboratively find solutions to save and renew their historic places. **Launch Pad** is part of the National Trust's **Regeneration Works** program.

**Regeneration Works** helps passionate and dedicated people working to save and renew great heritage places across the country. Visit [www.regenerationworks.ca](http://www.regenerationworks.ca) for tools, tips, and training and coaching opportunities to help organizations improve the vitality of their heritage place.

