

## Launch Pad Coaching Grants

### Application Guidelines

Thanks to the generosity of donors, the National Trust is pleased to offer a limited time opportunity for communities to receive access to free professional expertise through a Launch Pad coaching grant.

Our Launch Pad coaching grants connect groups with a team of seasoned professionals for timely advice in new revenue generation models, community engagement strategies, organizational and business planning, partnership development, fundraising, marketing, and advocacy. There are up to five coaching grants available.

#### Launch Pad and COVID-19

If the COVID-19 pandemic is impacting your organization, Launch Pad can help. Let us know in your application how the crisis is affecting your organization and historic place. Through remote training sessions, our coaches will help grant recipients navigate these unprecedented circumstances and plan for a sustainable future.

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

- Up to five (5) Launch Pad coaching grants are available in the categories listed below. The application form is [available here](#).
- We are pleased to reserve one of the five Launch Pad coaching grants to a National Trust Passport Place as part of our ongoing commitment to nurture this network of special historic destinations. To learn more about Passport Places, visit <https://nationaltrustcanada.ca/passportplaces>.
- 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.
- Coaching sessions will be offered remotely. In-person sessions will be offered where available.
- Coaching will take place between May and August 2020, 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 accepted until November 15, 2020 at 11:59 PM ET.**

#### 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 develop key messages, create new digital experiences, or develop new marketing strategies to attract new audiences)

**(F) Advocacy** (for example, a heritage organization is looking for advice on how to attract profile and support at the local level to save a historic place)

## Eligibility:

Applicant organizations must:

- Be a registered charity, a not-for-profit incorporated under the Canada Not-for-Profit Corporations Act, or under the equivalent provincial or territorial legislation, or a First Nations, Métis or Inuit government in Canada. 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. The National Trust may also consider projects led by municipal governments in small rural or remote communities.
- Either own, lease, or be actively seeking to own a historic place, or be actively engaged in leading the programming, operations or fundraising for a historic place owned by others. In either case, the application must clearly indicate the impact the Launch Pad coaching grant will have 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 may 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](#) connect 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.

