



2018 MAP projects, left to right: Oba Qween Baba King Baba; Traces; Kinstillatory Mappings in Light and Dark Matter

# 2020 MAP Fund Grant Cycle Applicant Guide

## Table of Contents

<b>LETTER FROM MOIRA BRENNAN</b>	<b>1</b>
<b>MAP'S 2020 APPLICATION</b>	<b>2</b>
ONLINE APPLICATION PORTAL	2
PRIMARY CONTACT	2
GENERAL INQUIRIES FOR APPLICANT SUPPORT	3
2020 PROJECT DESCRIPTION DRAFT REVIEWS	3
<b>APPLICATION TIPS</b>	<b>3</b>
SECTION 1: PROJECT DESCRIPTION	3
SECTION 2: PROPOSED PROJECT TEAM	4
SECTION 3: ARTIST STATEMENT	4
SECTION 4: WORK SAMPLES	5
SECTION 5: PROPOSED PROJECT FINANCIAL INFORMATION	6
<b>AFTER SUBMITTING YOUR APPLICATION</b>	<b>7</b>
COMPLETION SCREEN	7
REVIEW TIMELINE FOR COMPLETE PROPOSALS	7
REVIEWS ONE & TWO RESULTS NOTIFICATIONS	9
REVIEWS THREE & FOUR RESULTS NOTIFICATIONS	9

---

**We strongly recommend reading the [Reviewer Guide](#) to gain a complete picture of the 2020 MAP Fund Grant Cycle.**

Please email [mapinfo@mapfund.org](mailto:mapinfo@mapfund.org) with any questions, comments, or suggestions.



**September 3, 2019**

Dear Applicants,

Welcome to the MAP Fund! We're glad you're interested in our programs, and we're very excited to learn more about your work.

This year, MAP celebrates 30 years of providing critical support (a total of over \$30 million) to artists working in all performance disciplines, traditions and practices, in all regions of the U.S. and internationally, whose work challenges, disrupts, and complicates inherited notions of social and cultural hierarchies. We believe that live performance—uniquely among the arts—has the potential to awaken and activate a communal human spirit and, in doing so, help build a more equitable and vibrant society. If you share that vision, you're in the right place!

We know that grant applications can be burdensome. Our staff has worked hard to design a system that minimizes barriers, foresees challenges, and creates multiple layers of support. In particular, with other colleagues in the field, we have been looking at [systemic inequities in grantmaking](#), and putting our energy toward dismantling them. I encourage you to read through the following materials carefully before you begin, so you're familiar with all the ways we are here to help. Quite literally, your triumph is our triumph, so please don't hesitate to reach out with questions, comments or concerns.

I wish you great success with your application and with your work overall. Thank you again for being here.

A handwritten signature in black ink, appearing to read 'Moira Brennan', with a long, sweeping horizontal line extending to the right.

Moira Brennan  
Executive Director, the MAP Fund



## **MAP'S 2020 APPLICATION**

### **ONLINE APPLICATION PORTAL**

[Submittable](#) is MAP's online submission management platform. This is where you'll find notifications of results, status updates, forms, feedback, and questions. Once you submit your application, you can also see a copy of your archived proposal in the primary contact's account.

### **PRIMARY CONTACT**

The application's primary contact is responsible for collecting required materials, submitting the application, and managing all subsequent communications with MAP staff. This person may be an independent artist, artistic/executive director, development officer, or other authorized staff member of the applicant organization.

- If the primary contact already has an existing Submittable account, they can use this account to apply for MAP's 2020 application.
- If the primary contact does not have an existing Submittable account, they can create one at [this link](#).
- **MAP staff cannot access or change your Submittable login information.** Any changes or updates to your Submittable account need to be sent to [support@submittable.com](mailto:support@submittable.com).
- Notifications and other messages frequently auto-sort into spam or promotions folders depending on your email client settings. If you cannot find MAP/Submittable correspondence in your email, a record of all MAP communications is always available in your Submittable account:
  - Go to "My Submissions" and click on the project title of your MAP proposal.
  - When the next page opens you will see two tabs called "Activity & Messages" and "Content."
    - **Activity and Messages** shows a stream of every communication between the applicant and MAP staff.
    - **Content** shows a record of the application you submitted.



## **GENERAL INQUIRIES FOR APPLICANT SUPPORT**

Please send all questions and concerns to [mapinfo@mapfund.org](mailto:mapinfo@mapfund.org). MAP uses this email address to ensure every request is tracked, recorded, and responded to in order of receipt, and to provide equitable support access to every applicant.

## **2020 PROJECT DESCRIPTION DRAFT REVIEWS (up to 1000 words)**

MAP offers support to applicants who would like staff to read and respond to a project description draft prior to submitting an application. The draft dialogue provided will be focused on grant writing skills only (i.e. have you communicated what you intend to communicate?). In no way can MAP staff predetermine how reviewers might respond to the artistic / aesthetic components of your proposal, or how strongly they may feel your work aligns with MAP's goals.

MAP staff will read and respond to **250** draft review requests between **October 7-October 31, 2019**. A link to the request form will be available on our website during that time period. The request form will accept the first 250 submissions within this period.

Once you submit your request, MAP staff will respond on a first-come first-served basis within 15 business days. Please be sure the draft you send is close to its final version, as we cannot provide responses for subsequent drafts.

---

## **APPLICATION TIPS**

### **SECTION 1: PROJECT DESCRIPTION (up to 1000 words)**

We recommend answering these questions as clearly as possible within the project description:

**Who is involved in the project? What is the project? When is it happening?  
Where is it happening? Why is it important? How will it be created?**

No matter who authors the narrative (artists, independent managers, or administrative staff), it's important to share insights directly from the artistic team with the following in mind:

- Offer clear descriptions of the mediums / conventions / influences informing the project, and in instances where the artists are working with cultural forms beyond their own experience, it is a good idea to cite sources, mentors, and permissions to work in those

forms. Reviewers may ask questions such as, "Is the artist connected in any way to the community they are sourcing stories from? What is the artist's relationship to the techniques, aesthetics, and forms they are working with to make the project?"

- Talk directly about intended audiences and/or publics (if you have them), and how relationships with those communities may be established.
- Give an estimate of the timeline and/or plan logistics. Is the project designed to be cyclical over the course of 10 years? Will it start and finish in two months, etc.?
- Describe the space / environment where the artists would like the project to take place. It's helpful to say, for example, that the project may "take place in an outdoor amphitheater at sunset," because it creates a visual context for reviewers to envision the experience of the work.

*For applicants who don't know what the project is yet, or may not know until much later in the process:*

- Skip applying to the MAP Fund this year. Apply for a future grant cycle when more details are known. Generally, applicants who can point with specificity to the project's vision are more successful in receiving MAP support.
- If you do choose to apply, use the project description to speak to information about artistic practice(s), intentions around audience engagement, insight into what the artists hope to learn or discover as the project unfolds, etc.

## **SECTION 2: PROPOSED PROJECT TEAM**

MAP makes a distinction between artists **who are responsible for the overall vision and execution of the project** and collaborators who are contributing to the work but do not share the same level of responsibility. This is not to impose an artificial hierarchy among artists, but to better understand which persons among the project team hold accountability for financial decisions and ensuring the project comes to completion.

## **SECTION 3: ARTIST STATEMENT (up to 300 words or 2 minute video)**

Please provide a statement that reflects the point of view of the primary artist(s) and/or ensemble(s) The artist statement may be created individually or collectively in the first or third person. If someone other than the artist is submitting the application, it is important that they



have made an effort to include the artist's own writing or video in this section, rather than an institutional perspective.

**For artists:** No matter how long you've been working in the field, reviewers may be unfamiliar with you or your work. In this section, it's helpful to provide more context about your larger body of work and the proposed project's relationship with themes / questions / interests you've been investigating during your artistic career.

## **SECTION 4: WORK SAMPLES**

### **Selecting Samples**

Pick clear, continuous audio clips or video footage that best represents the artist's live performance work. We strongly discourage submitting marketing reels or snippets of various sound compositions. The exception to this suggestion is if the work is durational (i.e. 24-hour performance procession), or unfolds in multiple spaces simultaneously. In those instances, you are welcome to use editing to convey a sense of the arc of the live performance experience.

Additionally, try to select samples that connect in some way to the proposed project, reflect production or process values, or give some evidence of the artists' experience working in the role(s) they are taking on in the proposed project. For example, if they propose to choreograph a dance, it's best to show a sample of their past choreographic work and frame how that project links in some way to the proposed idea.

### **Work Sample Notes (up to 125 words)**

Provide contextual information to help reviewers focus on the elements that you want to highlight. For example, "You are listening to the first 3 minutes of a 45-minute composition. Please focus particularly on the instrumentation and rhythmic choices. These are good indicators of the artist's compositions generally, and this section highlights some phrasing choices that they plan to investigate further in the proposed project."

If you do not have samples that make an explicit connection to the proposed project, it's important to use the work sample notes space strategically. Tell the reviewers why it's the best representation of the artist's work, and a little bit about the ways they intend to work differently than what may be indicated in the sample.



## **Work Sample FAQs**

**Should I submit a work sample for my Executive Director, Artistic Director or Music Director if they are not a generative artist on the proposed work?**

No.

**Should I edit my work samples before submitting them?**

Continuous edits (i.e. moving between different POVs or viewpoints) are accepted, but edits to different points in time within a piece are not recommended.

**I don't want my video to be publicly viewed. How do I prevent that?**

If you are using Vimeo, change your settings to make videos private. Change your YouTube settings to "unlisted." Be sure to include a password for reviewers to access your samples.

**Does MAP accept YouTube videos?**

Yes.

## **SECTION 5: PROPOSED PROJECT FINANCIAL INFORMATION**

### **Budget Worksheet**

Please include the most ideal version of income and expenses associated with the creation, development, and production of this project between July 1, 2020 - June 30, 2022. "Ideal" in this sense means that it reflects the best case scenario. MAP staff and reviewers understand that budgets evolve over time and that what you submit will change. Reviewers are primarily looking to see that potential expenses referenced in the project description are included here, and that there is intention to compensate all project participants, whether with cash, in-kind, meals, etc.

### **Budget Notes (up to 150 words)**

Use the space provided to briefly describe the applicant's record with any pending income sources (whether or not you received the support previously), and if there are anomalies or contingency plans that you want to point out.

MAP staff and reviewers understand how difficult it is to fundraise and/or to predict the likelihood of securing the resources you are seeking. There is no expectation that you should have acquired the pending resources in the past, or that you should in the future in order to receive a MAP grant. This space only helps reviewers understand a bit more about how you are trying to realize the project. Those who have a track record of fundraising and/or access to resources are no more likely to receive a grant than those who do not.



## **Applicant Organization**

While individual (or independent) artists may apply to MAP, at the time of submitting a proposal, applicants must list the name of a 501(c)(3) organization that has agreed to receive and distribute the funds in the event of an award. The nonprofit may be the artist's own, a community partner, presenter, producer, or artist service organization that has a relationship with the project and/or the generative artists. MAP does not fund individuals directly.

For 2020 grantees, the primary contact will be required to demonstrate evidence of a contractual relationship with the 501(c)(3) during the contract process.

## **AFTER SUBMITTING YOUR APPLICATION**

The primary contact will receive a confirmation email indicating that MAP successfully received the application.

- Check your inbox, as this message may auto-sort into a promotions or spam folder.
- Check your Submittable account "Activity & Messages" tab for a record of the confirmation—***if there is no archive of a confirmation message, double check that you clicked "Submit" on your application.***
- If you still cannot find it after going through the above, email MAP at [mapinfo@mapfund.org](mailto:mapinfo@mapfund.org).

## **COMPLETION SCREEN**

Upon receiving each submission, MAP staff will screen them to ensure that all components are complete. If any elements are missing, work samples are inaccessible, links are broken, etc., MAP staff will email the primary contact within Submittable up to two times to request updated information. **December 20, 2019** is the deadline to make any necessary adjustments to your application. If the primary contact does not respond by December 20th and the proposal is incomplete, MAP staff will change the status to "Declined" and the proposal will not be reviewed.

## **REVIEW TIMELINE FOR COMPLETE PROPOSALS**

**October 21, 2019-November 25, 2019:** Open call for proposals

- MAP will accept online proposals through **7:00 p.m. ET on November 25, 2019**. Late or incomplete proposals will not be accepted for any reason.
- Approximately 40 projects will be recommended for funding at the end of the review. MAP receives ~800-1000 eligible applications each grant cycle.



**December-January, 2020: Review One**

- 3 reviewers (of the 60-person review cohort) are assigned to evaluate each application.
- MAP staff rank the reviewers' scores. ~50% of the total applicant pool will move to Review Two for further consideration.

**January-February, 2020: Review Two**

- 3 new reviewers are assigned to evaluate each application, for a total of 6 reviewers who have assessed the proposal.
- MAP staff rank the reviewers' scores. ~25% of the total applicant pool will move to Review Three for further consideration.
- **NOTIFICATION:** Reviews One and Two results will be emailed to every applicant the week of **March 2-6, 2020**.

**March, 2020: Review Three**

- 3 new reviewers are assigned to evaluate each application, for a total of 9 reviewers who have assessed the proposal.
- MAP staff rank the reviewers' scores. ~10% of the total applicant pool will move to Review Four for final consideration.

**April, 2020: Review Four**

- 5 new reviewers are assigned to evaluate each application, for a total of 14 reviewers who have assessed the proposal.
- MAP staff rank the reviewers' scores. At the end of Review Four, approximately 40 projects will be recommended for funding.
- **NOTIFICATION DATE:** Reviews Three and Four results will be emailed to every applicant the week of April 6-10, 2020.



## **REVIEWS ONE & TWO RESULTS NOTIFICATIONS**

All applicants will receive an email from Submittable the week of March 2-6, 2020 with the outcome of the first two reviews.

- Check your inbox and your Submittable account “Activity & Messages” tab for a record of the notification.
- If a proposal does not move forward for further consideration, the email will include a link for applicants to request feedback.
- MAP staff will respond within 15 business days and in order of receipt to the first **200** applicants who submit the request.
- Applicants whose proposals move forward to Review Three are not required to submit any additional information for review.

## **REVIEWS THREE & FOUR RESULTS NOTIFICATIONS**

All applicants who moved forward to Reviews Three and/or Four will receive a final notification email from Submittable the week of April 6-10, 2020.

- Check your inbox and your Submittable account “Activity & Messages” tab for a record of the notification.
- If a proposal is not selected for a grant, the email will include a link for applicants to request feedback.
- MAP staff will respond within 15 business days and in order of receipt.
- If a proposal is selected for a 2020 MAP Fund grant, the primary contact will receive a phone call from MAP staff and a follow-up email that outlines next steps.