



SOUTHWEST FLORIDA
**COMMUNITY
FOUNDATION**



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

FORTMYERS-SANIBEL.COM

2019 Lee County Arts and Attraction Grant Cycle

Grant Portal Training

The Lee County Arts & Attractions Marketing Grant is
Administered by the Southwest Florida Community Foundation.

About the
Online
Application

How to register

Steps to apply

About the Online Application

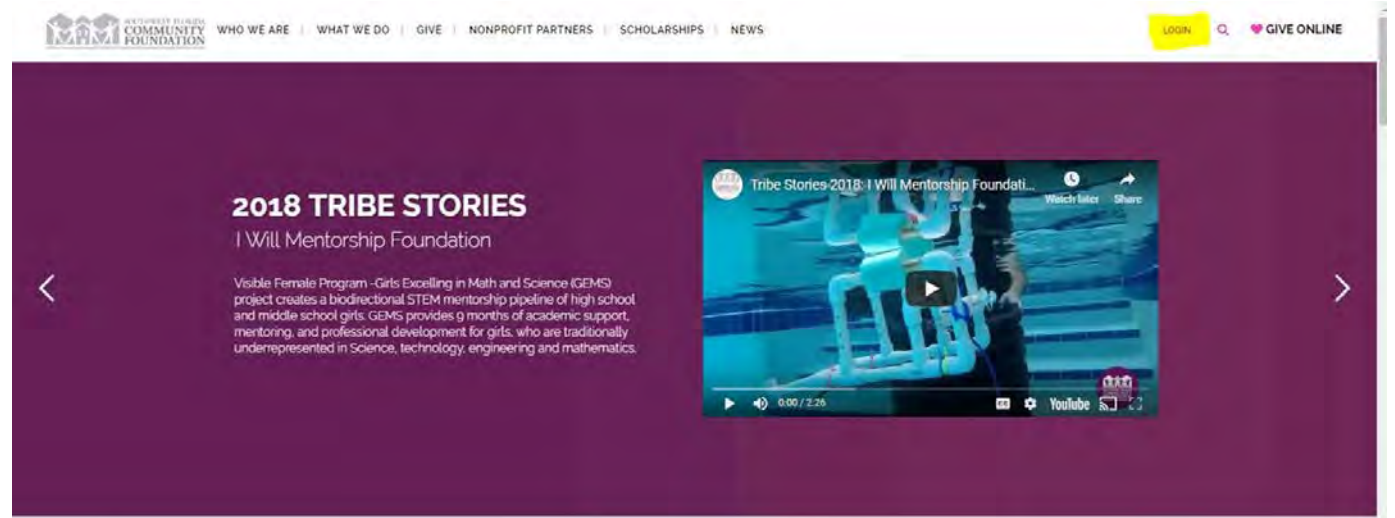
Did you apply last year?

Have you applied for a grant through the Community Foundation in the past year (Community Impact Grant, Women's Legacy Fund, LGBT Fund, or City of Fort Myers Arts and Culture)?

If so, you may already have an account!!

Visit our Website

- Go to www.floridacommunity.com
- Click on *Login*



Login

- Put your cursor on the *Grantees* tab and click on *Begin Registration*
- *Forgot Password*

The screenshot displays the website's navigation menu with tabs for HOME, DONORS, GRANTEES (highlighted), SCHOLARSHIPS, and ANNUAL GIVING & EVENTS. Below the menu is a 'WELCOME' section with a heading and a paragraph: 'WELCOME TO THE SOUTHWEST FLORIDA COMMUNITY FOUNDATION DONOR, GRANTS, AND SCHOLARSHIP GATEWAY. By filling in the information below, you will be directed to one of 3 different personalized gateways. If you are not already registered, please click the appropriate department below to begin your registration. For login or registration assistance, please call 239-274-5900.'

The bottom section contains four colored boxes:

- LOGIN** (yellow header): Includes 'User' and 'Password' input fields, a purple 'LOGIN' button, and a yellow 'Forgot Password' link.
- DONORS** (purple header): Lists 'give@floridacommunity.com', 'Vice President, Development & Communications', 'Carolyn C. Rogers', and 'tel. 239-274-5900'.
- GRANTS** (magenta header): Lists 'grants@floridacommunity.com', 'Grants Manager', 'Trisha Botty', and 'tel. 239-274-5900'.
- SCHOLARSHIPS** (teal header): Lists 'scholarships@floridacommunity.com', 'Scholarship Coordinator', 'Malaina Mote', and 'tel. 239-274-5900'.

Forgot Password

- Fill out your information
- Click *Send Password Email*
- Follow the email instructions



HOME ADMIN DONORS GRANTEES SCHOLARSHIPS REVIEWERS ANNUAL GIVING & EVENTS CLIENT ADMIN

FORGOT PASSWORD

Login

Email

Your email on file. What you enter here is validated against our records.

Security Code

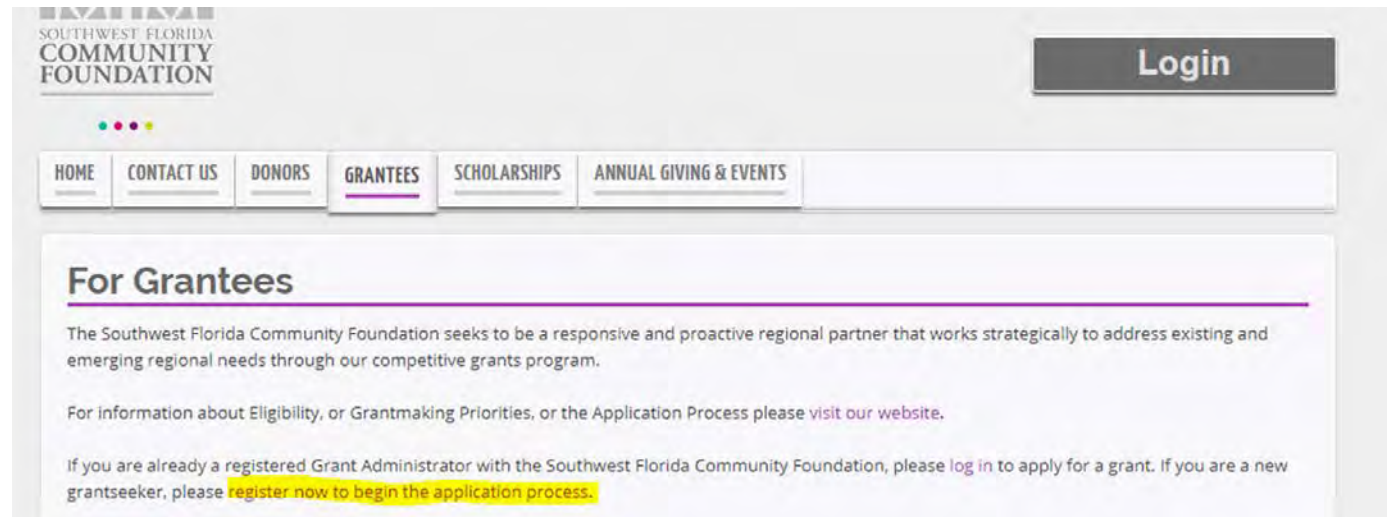

Generate New Image
Audio

SEND PASSWORD EMAIL

[Back to Login](#)

Starting the Application Process – New Applicant

- Click the *Grantees* tab
- Click on *Register now to begin the application process*
- For new applicants put your cursor over *Grantee*, and select *Begin Registration*



The screenshot shows the website for the Southwest Florida Community Foundation. The logo is in the top left, and a 'Login' button is in the top right. A navigation menu contains tabs for HOME, CONTACT US, DONORS, GRANTEES (which is highlighted with a purple underline), SCHOLARSHIPS, and ANNUAL GIVING & EVENTS. Below the navigation, the 'For Grantees' section is displayed, featuring a purple horizontal line. The text in this section includes: 'The Southwest Florida Community Foundation seeks to be a responsive and proactive regional partner that works strategically to address existing and emerging regional needs through our competitive grants program.'; 'For information about Eligibility, or Grantmaking Priorities, or the Application Process please [visit our website](#).'; and 'If you are already a registered Grant Administrator with the Southwest Florida Community Foundation, please [log in](#) to apply for a grant. If you are a new grantseeker, please [register now to begin the application process](#).'

Application Account Registration

- Fill in your information
- Click on *Submit*

Applicant Registration

To begin, you must first create an account for yourself as a grant administrator. Once you have registered, you will be taken to a screen to register your organization.

First Name:

Last Name:

Email:

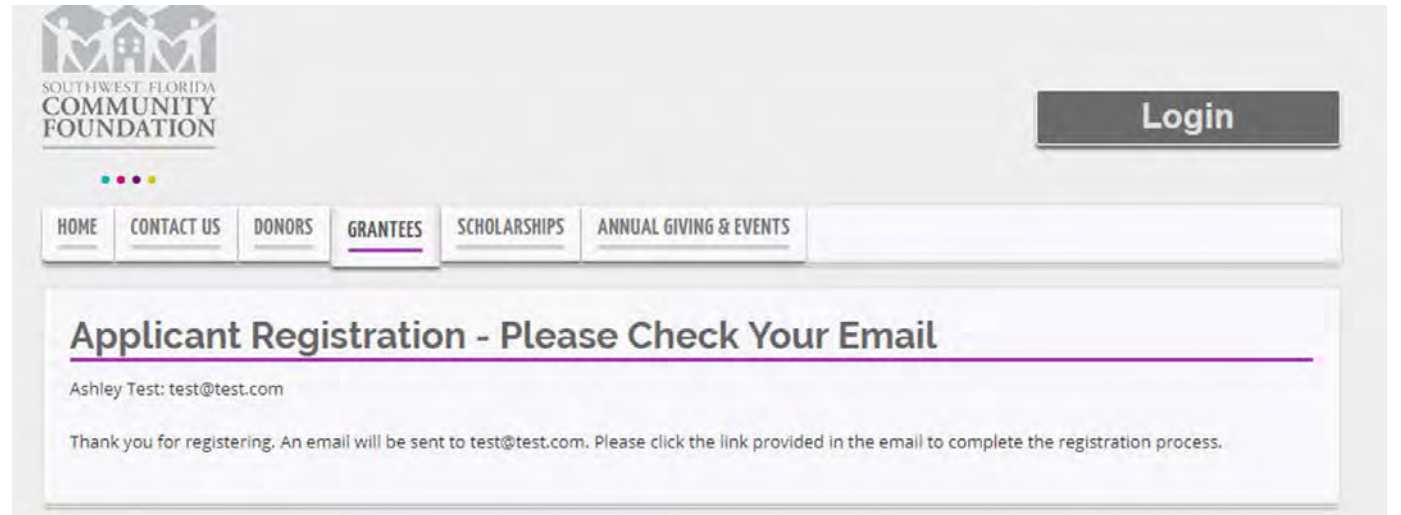
Your email address will be your Login ID.

Re-Enter Email:

SUBMIT

Complete Applicant Registration

- Follow instructions in your email



The screenshot shows the website for the Southwest Florida Community Foundation. The header includes the organization's logo, which features stylized figures holding hands above a house icon, and the text "SOUTHWEST FLORIDA COMMUNITY FOUNDATION". To the right of the logo is a "Login" button. Below the logo is a horizontal navigation menu with the following items: HOME, CONTACT US, DONORS, GRANTEES (which is highlighted with a purple underline), SCHOLARSHIPS, and ANNUAL GIVING & EVENTS. Below the navigation menu is a main content area with the heading "Applicant Registration - Please Check Your Email" underlined in purple. Below the heading, the text reads "Ashley Test: test@test.com" and "Thank you for registering. An email will be sent to test@test.com. Please click the link provided in the email to complete the registration process."

Applicant Registration Continued

- Fill in your information
- Click *Submit*

Applicant Registration Continued

Please enter the rest of your **personal** information below to finish creating your account as a Grant Administrator. You will be able to enter your organization's information on the next page.

First Name: Test

Last Name: Test

Email/Login ID: test21@test.com

Please enter a password:

This should be a minimum of 6 characters with at least 2 numbers and 2 letters.

Retype Password:

Challenge Questions (answer at least 1)

Question: Favorite color

Please select your security question and provide the answer below.

Answer:

Date of Birth:

Address Type: Business

Address:

Application Registration Complete

- Click *Search* to find your organization
- If your organization is in the search, click *Add Grant Admin* (you can check the tax id)
- Then click on *Grantee Dashboard* to start application
- If not, click *Add Grantee Organization*

SEARCH ORGANIZATIONS:

Charity Name: [SEARCH](#) [CANCEL](#)

Pre-approved Charities Only

ORGANIZATION RESULTS:

ORGANIZATION NAME	ADDRESS	TAX ID	ACTION
[REDACTED]			Add Grant Admin
[REDACTED]			Add Grant Admin
[REDACTED]			Add Grant Admin
[REDACTED]			Add Grant Admin
[REDACTED]			Add Grant Admin
[REDACTED]			Add Grant Admin
[REDACTED]			Add Grant Admin
[REDACTED]			Add Grant Admin
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[REDACTED]			Add Grant Admin
[REDACTED]			Add Grant Admin
[REDACTED]			Add Grant Admin
[REDACTED]			Add Grant Admin

Page: 1 of 5 [Go](#) Item 1 to 10 of 47

[ADD GRANTEE ORGANIZATION](#) [GRANTEE DASHBOARD](#)

Add Grantee Organization

- Fill out information
- Click *Submit*

Add Grantee Organization

Please enter the following information about **your organization**.

Organization's
Legal Name:

EIN #:

Address Type: Business

Address:

City:

State: Please select one

Zip Code:

Phone Number:

xxx-xxx-xxxx

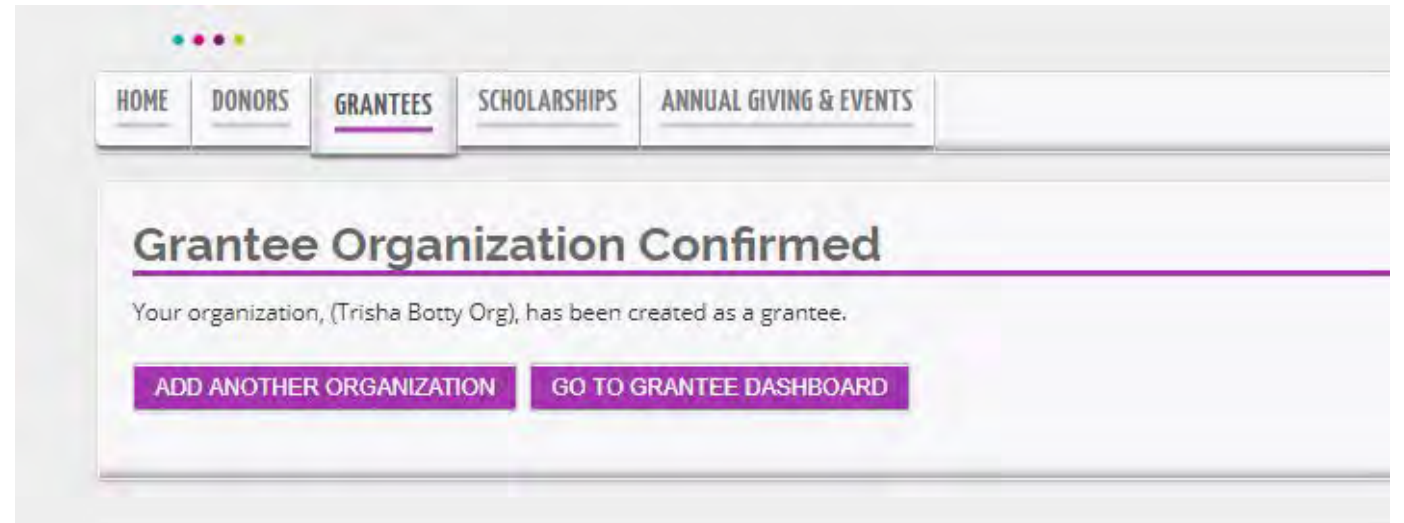
Website:

www.mywebsite.org

SUBMIT

Grantee Organization Confirmed

- Click *Go To Grantee Dashboard*
- Start Application



Find Open Grant Cycles

- When you complete registration, you can apply for a grant
- Put your cursor over *Grantees* and select *Apply for a Grant*
- You will need to answer pre-qualifying questions to determine your eligibility
- Click *Submit*

HOME ADMIN DONORS **GRANTEES** SCHOLARSHIPS REVIEWERS ANNUAL GIVING & EVENTS CLIENT ADMIN

Find Open Grant Cycles -

To begin, please answer the following questions to determine whether or not your organization qualifies for a grant through the Southwest Florida Community Foundation.

PreQualifyingQuestions ▾

My organization is a:

My organization and/or proposed project can be included in one of the following program areas:

Is your organization governed by a volunteer board of directors with at least 5 individuals unrelated through familial or business connections?

Does your organization conduct business with discrimination to anyone based on any of the following: race, gender or gender identity, sexual orientation, age, disability, national origin, or religious affiliation?

Which county does your organization and/or proposed program/project serve?

Hold CTL key to select more than one option.

Is your project or program primarily serving the LGBT Community in Southwest Florida?

Is your project or program primarily serving Women and/or Girls in Southwest Florida?

Does your program or project proposal provide immigration legal services in Southwest Florida?

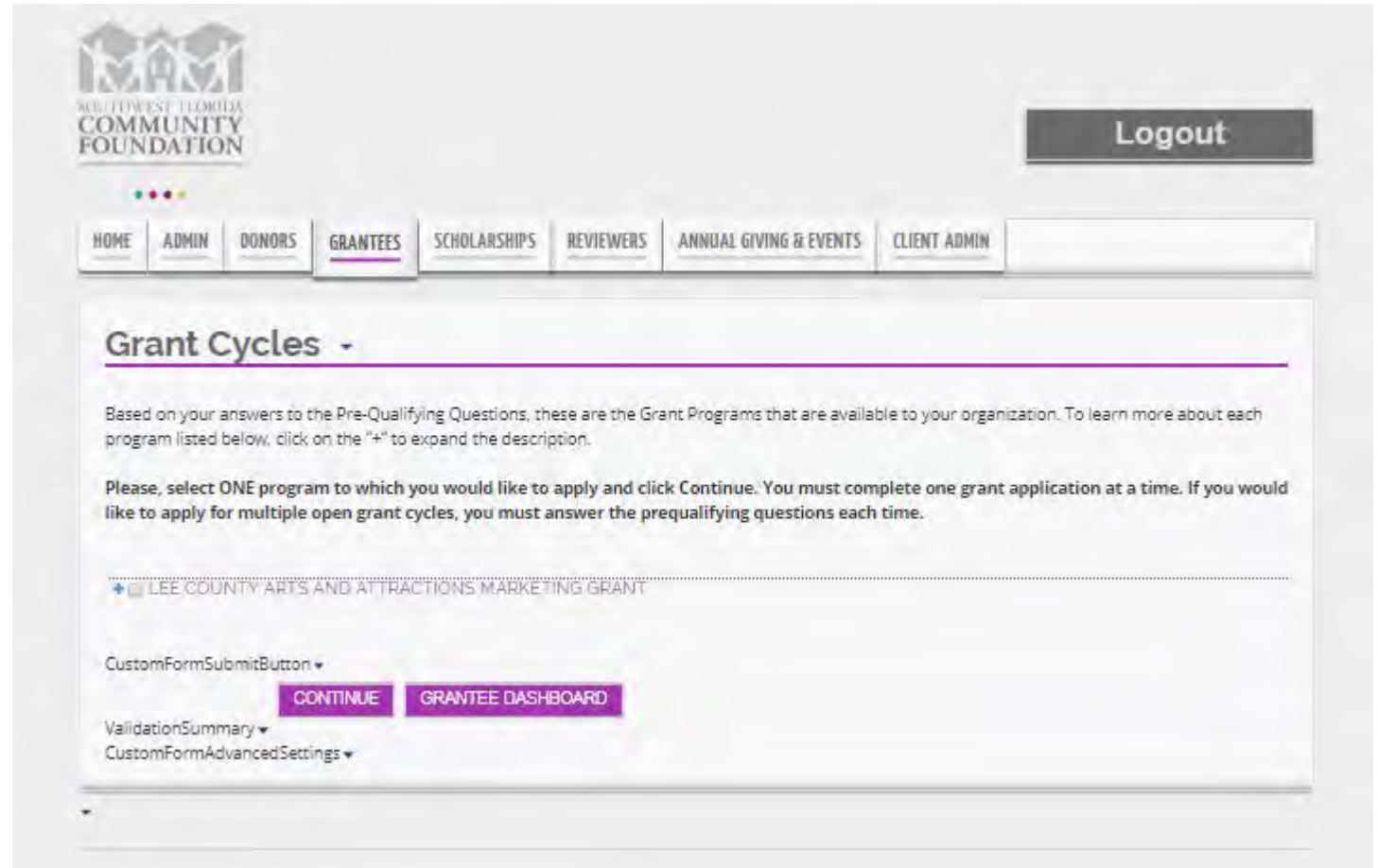
Does your organization offer children's mental and behavioral health services in Southwest Florida?

CustomFormSubmitButton ▾

SUBMIT

Applying for a Grant

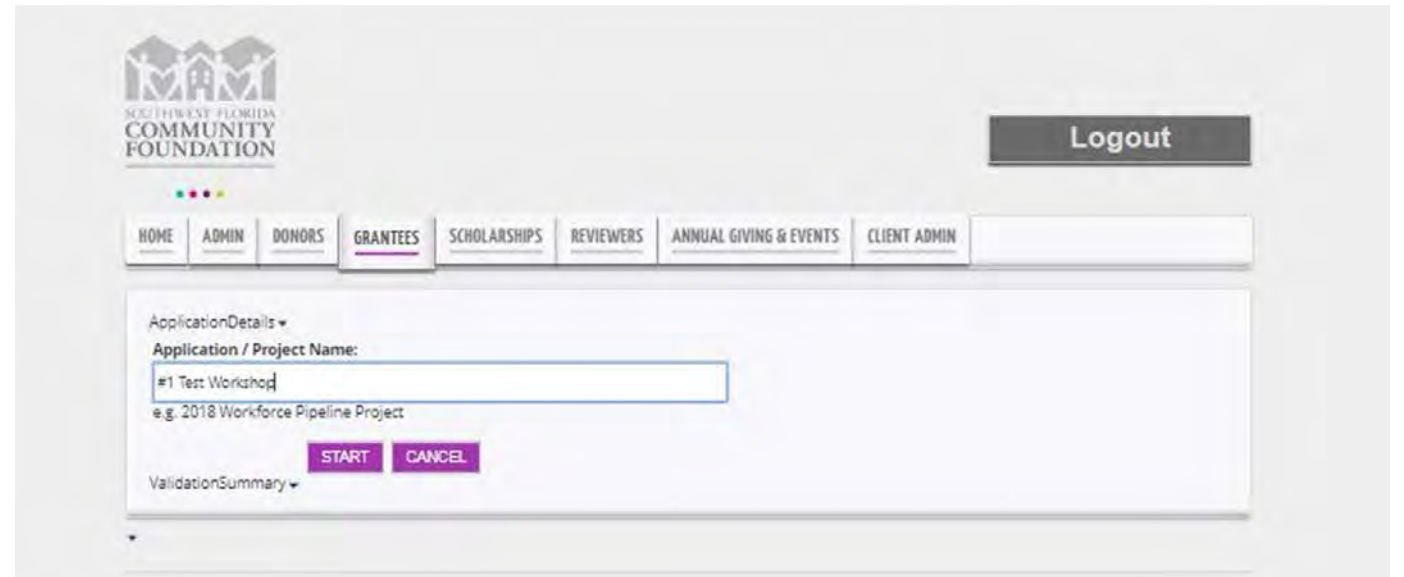
- After you answer the Pre-qualifying questions, you will see the grant cycle you are eligible for, click the *LEE COUNTY ARTS AND ATTRACTIONS MARKETING GRANT* checkbox
- Click *Continue*



The screenshot shows the Northwest Florida Community Foundation website. At the top left is the logo with the text "NORTHWEST FLORIDA COMMUNITY FOUNDATION". To the right is a "Logout" button. Below the logo is a navigation menu with tabs for HOME, ADMIN, DONORS, GRANTEES (which is highlighted), SCHOLARSHIPS, REVIEWERS, ANNUAL GIVING & EVENTS, and CLIENT ADMIN. The main content area is titled "Grant Cycles" and contains the following text: "Based on your answers to the Pre-Qualifying Questions, these are the Grant Programs that are available to your organization. To learn more about each program listed below, click on the '+' to expand the description." Below this is a paragraph: "Please, select ONE program to which you would like to apply and click Continue. You must complete one grant application at a time. If you would like to apply for multiple open grant cycles, you must answer the prequalifying questions each time." A list item is shown: "+ [] LEE COUNTY ARTS AND ATTRACTIONS MARKETING GRANT". At the bottom of the form are buttons for "CONTINUE" and "GRANTEE DASHBOARD", along with "ValidationSummary" and "CustomFormAdvancedSettings" labels.

Application Project Name

- Enter Application/Project Name
- Click *Start*



The screenshot shows the Southwest Florida Community Foundation website interface. At the top left is the logo with the text "SOUTHWEST FLORIDA COMMUNITY FOUNDATION". To the right is a "Logout" button. Below the logo is a navigation menu with tabs for HOME, ADMIN, DONORS, GRANTEES (which is highlighted), SCHOLARSHIPS, REVIEWERS, ANNUAL GIVING & EVENTS, and CLIENT ADMIN. The main content area is titled "ApplicationDetails" and contains a form for "Application / Project Name". The text "#1 Test Workshop" is entered into the input field. Below the input field is a hint: "e.g. 2018 Workforce Pipeline Project". At the bottom of the form are two buttons: "START" and "CANCEL". Below the form is a "ValidationSummary" section.

The Application Dashboard

- Download the Appendix (A & B) to be filled out and uploaded – PDF Files Only
- Click on *Section 1* to begin the application
- You can upload your document attachments by clicking *Details* at anytime

HOME ADMIN DONORS **GRANTEES** SCHOLARSHIPS REVIEWERS ANNUAL GIVING & EVENTS CLIENT ADMIN

ApplicationDetails ▾
Application Dashboard
Application Name and ID Number:
#1 Test Workshop - 109682

Grant Program:
Lee County Arts and Attractions Marketing Grant
Please select any section to begin your application.

Clicking **Save and Go Next** at the bottom of each screen will validate your work. When each section is complete, it will show a green checkmark. When every section is complete and saved, and all required documents are uploaded (see table below), you will be able to **Review and Submit** your application.

You will need to save your work every few seconds or it will time you out and you will lose your progress. At any time, you may log out and return to your application by clicking on the **Application History** tab.

You will need to download two forms to complete and submit to this online application.

[Click here to download Appendix A: Marketing Description](#)
[Click here to download Appendix B: Goals Outcomes Chart*](#)
*Please note: for appendix B, you will only fill out the first column for this application. Please save a copy for your records for any future applications/post grant reports.

Section 1: Organization Information
Section 2: Tell Us More About Your Organization
Section 3: Application Narrative

Required Documents

NAME	CURRENT STATUS	MANDATORY?	DATE COMPLETED	ACTIONS
Appendix A: Marketing Description	Incomplete	Yes		Details
Appendix B: Goal Outcomes Chart	Incomplete	Yes		Details
501 c 3	Completed	Yes	1/4/2019	Details
Project Budget	Incomplete	Yes		Details
Operating Budget	Incomplete	Yes		Details
Most recent post-grant report	Incomplete	No		Details

[PREVIEW PDF](#)

Organization Information

- Confirm Contact Information
- Total Project Budget!
- *SAVE AND GO NEXT*

ApplicationDetails ▾

ORGANIZATION INFORMATION

Legal Name of Organization: Southwest Florida Community Fo

Office Phone:

Address: 2031 Jackson Street

Suite 100

City: Fort Myers

State: Florida ▾

Zip: 33901

Grant Administrator: Botty, Trisha

Grant Admin Email: tbotty@floridacommunity.com

Grant Admin Phone:

Total Project Budget:

Maximum Grant Request is \$20,000

[PREVIOUS](#) [SAVE AND GO NEXT](#) [SAVE AND RETURN TO DETAILS](#) [PREVIEW PDF](#) [NEXT](#)

TELL US MORE ABOUT YOUR ORGANIZATION

- Answer the three questions
- *SAVE AND GO NEXT*

The screenshot shows a web application interface with a navigation bar at the top containing links for HOME, ADMIN, DONORS, GRANTEES (highlighted), SCHOLARSHIPS, REVIEWERS, ANNUAL GIVING & EVENTS, and CLIENT ADMIN. Below the navigation bar is a breadcrumb trail for 'ApplicationDetails'. The main heading is 'TELL US MORE ABOUT YOUR ORGANIZATION'. A message states: 'You may have already answered these questions when you were determining if you qualified for a grant. Please answer them with the same responses you previously used.' The form contains three sections: 1. 'My organization is a:' with a dropdown menu showing '501(c)(3) Nonprofit'. 2. 'Which county does your organization serve?' with a dropdown menu showing 'Lee' and a note 'Select all that apply.'. 3. 'My organization and/or proposed project can be included in one of the following program areas:' with a dropdown menu showing 'Arts and Community Culture'. At the bottom of the form are five buttons: 'PREVIOUS', 'SAVE AND GO NEXT', 'SAVE AND RETURN TO DETAILS', 'PREVIEW PDF', and 'NEXT'. A 'ValidationSummary' link is visible at the bottom left of the form area.

Application Narrative

- Read questions and description
- Answer all six questions
- *SAVE AND GO TO NEXT*

HOME ADMIN DONORS **GRANTEES** SCHOLARSHIPS REVIEWERS ANNUAL GIVING & EVENTS CLIENT ADMIN

ApplicationDetails ▾

APPLICATION NARRATIVE

Applications will be reviewed with strong consideration given toward those that show:

- Potential to attract a significant number of visitors from outside the region
- High level of innovation in programming and partnerships
- Strong marketing plan
- Track record in producing high quality and effective marketing materials
- Evidence of ongoing commitment to a professional marketing program
- Consistency with the Lee County VCB leisure tourism marketing/advertising efforts
- Commitment to attracting a diverse audience

Other important factors include:

- Program description (completeness, creativity, innovation)
- Experience and financial ability to carry out marketing plan
- Target audience(s) being served and specific call to action in marketing plan
- Marketing message, completeness of marketing plan, and how well the program supports the Lee County VCB's marketing initiatives
- Evidence of strong performance measures
- Projects with more than two partners

1. Project Name

0 characters used out of a maximum of 100 characters.

2. Tell us about your attraction. In doing so, please:

- List the qualities or features that will provide something of interest or pleasure for visitors.
- Say how long you have been in operations.
- State your mission and goals.
- Describe your commitment to enriching the arts and culture of the communities within Lee County.

0 characters used out of a maximum of 2000 characters.

Upload and Complete Application

- Green check marks will show if the sections are complete
- Make sure you upload your required documents
- Incomplete to Completed

✔ Section 1: Organization Information
✔ Section 2: Tell Us More About Your Organization
✔ Section 3: Application Narrative

Required Documents

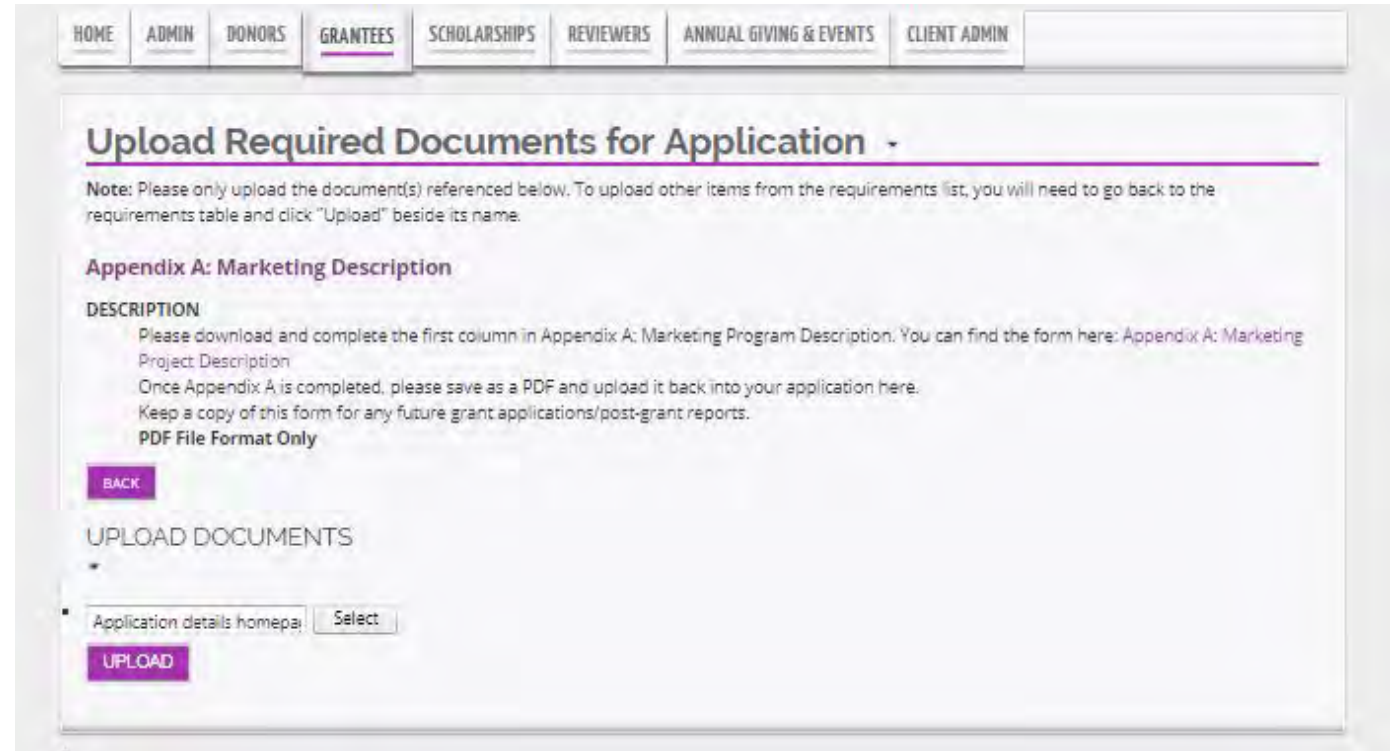
NAME	CURRENT STATUS	MANDATORY?	DATE COMPLETED	ACTIONS
Appendix A: Marketing Description	Completed	Yes	4/11/2019	Details
Appendix B: Goal Outcomes Chart	Completed	Yes	4/11/2019	Details
501 c 3	Completed	Yes	1/4/2019	Details
Project Budget	Completed	Yes	4/11/2019	Details
Operating Budget	Completed	Yes	4/11/2019	Details
Most recent post-grant report	Incomplete	No		Details

[PREVIEW PDF](#) [SUBMIT APPLICATION](#)

Please note: Supplemental materials beyond the LOI requirements will not be reviewed unless specifically requested by Foundation Staff.

Upload Required Documents

- Click *Select* and find your file
- PDF File Format Only
- Click *Upload*
- Click *Back*



The screenshot shows a web application interface with a navigation menu at the top containing links for HOME, ADMIN, DONORS, GRANTEES (highlighted), SCHOLARSHIPS, REVIEWERS, ANNUAL GIVING & EVENTS, and CLIENT ADMIN. The main content area is titled "Upload Required Documents for Application" and includes a note: "Please only upload the document(s) referenced below. To upload other items from the requirements list, you will need to go back to the requirements table and click 'Upload' beside its name." Below this is a section for "Appendix A: Marketing Description" with a "DESCRIPTION" sub-section. The description text reads: "Please download and complete the first column in Appendix A: Marketing Program Description. You can find the form here: Appendix A: Marketing Project Description. Once Appendix A is completed, please save as a PDF and upload it back into your application here. Keep a copy of this form for any future grant applications/post-grant reports. PDF File Format Only". A purple "BACK" button is located below the description. Under the heading "UPLOAD DOCUMENTS", there is a file selection area with a text input field containing "Application details homepa:" and a "Select" button. Below the input field is a purple "UPLOAD" button.

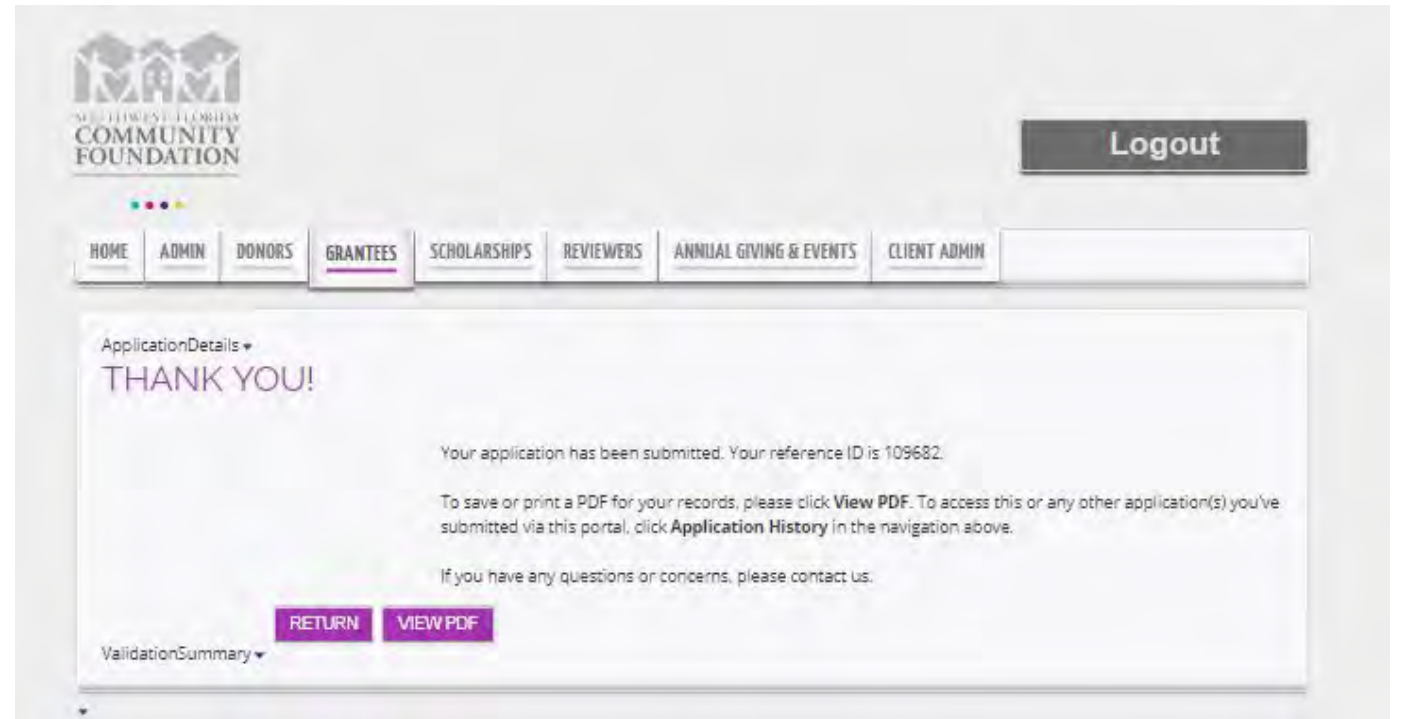
Review and Submit

- Type your name
- Enter the date
- Click *Submit Application*

The screenshot shows a web application interface for reviewing and submitting an application. At the top, there is a navigation menu with tabs for HOME, ADMIN, DONORS, GRANTEES (which is highlighted), SCHOLARSHIPS, REVIEWERS, ANNUAL GIVING & EVENTS, and CLIENT ADMIN. Below the navigation, the page title is 'ApplicationDetails' followed by 'REVIEW & SUBMIT YOUR APPLICATION'. The main content area contains instructions: 'Please review your application by clicking **Preview Application as PDF**. If you're ready to submit, please enter your signature and date below and click **Submit Application**. If you need to go back and edit your application, please click **Return to Application Dashboard**.' There are two input fields: 'Applicant Signature:' with the value 'Test' and 'Date:' with the value '4/11/2019'. Below these fields, there are three green checkmarks indicating completed sections: 'Section 1: Organization Information', 'Section 2: Tell Us More About Your Organization', and 'Section 3: Application Narrative'. At the bottom of the form, there are three purple buttons: 'SUBMIT APPLICATION', 'PREVIEW PDF', and 'RETURN TO APPLICATION DASHBOARD'. A 'ValidationSummary' dropdown is visible at the very bottom left of the form area.

Thank You You Did It!

- You will receive an email confirmation
- The ID number is your Application Number



The screenshot shows the MidWest Florida Community Foundation website. At the top left is the logo with the text 'MIDWEST FLORIDA COMMUNITY FOUNDATION'. To the right is a 'Logout' button. Below the logo is a navigation menu with buttons for 'HOME', 'ADMIN', 'DONORS', 'GRANTEES' (which is highlighted with a purple underline), 'SCHOLARSHIPS', 'REVIEWERS', 'ANNUAL GIVING & EVENTS', and 'CLIENT ADMIN'. The main content area is titled 'ApplicationDetails' and displays a large 'THANK YOU!' message. Below this, it states: 'Your application has been submitted. Your reference ID is 109682.' It then provides instructions: 'To save or print a PDF for your records, please click **View PDF**. To access this or any other application(s) you've submitted via this portal, click **Application History** in the navigation above.' At the bottom of the message, it says 'If you have any questions or concerns, please contact us.' There are two purple buttons: 'RETURN' and 'VIEW PDF'. At the bottom left of the content area, there is a 'ValidationSummary' link with a dropdown arrow.

Next Steps and Information

Apply

Apply for the Lee County Arts and Attractions Marketing Grant

Info

Registration Guide will be posted on our website

Contact

For questions, contact Trisha Botty, Grants Manager at the Southwest Florida Community Foundation

- tbotty@floridacommunity.com
- (239) 274-5900