Community Stories Information Session

- Stream Overview

- Organisational & Project Eligibility

- How to Access Funding

- Proposal Questions & Tips

- Question & Answer Period

Presented on Zoom: September 21, 2023

Digital Museums Canada | Musées numériques Canada

Canada

Our Team & Expert Support

Director

Leah Resnick

Program Coordinator

Emily
Dillabough

Technical Lead

Michel
Joanisse

Program Officers

Brigitte
Beaulne-Syp

Stéphane
Lauzon

Cathy
Mitchell

Nathalie
Rheault

Natalie
Roy

Digital Museums Canada

- National **investment** program available to **Canadian museums, heritage, cultural, and Indigenous organizations** to produce digital projects

- Digital capacity building

- $ 2.2 million annual funding

- Arms-length Advisory Committee

- **Core values**: accessibility, user-centred, bilingualism

Our Commitment to Equity

Priority groups

- First Nations, Inuit and/or Métis;
- official language minority communities;
- people who are Deaf, deafened, or hard of hearing;
- persons with disabilities;
- 2SLGBTQI+ and gender-diverse communities;
- Black communities;
- racialized communities; or another equity-deserving group.

How Do I Access Funding?

Online application platform
! Eligibility Questionnaire

Call for Proposals
Apply by: December 1, 2023, 5 pm EST

Digital Museums Canada

Musées numériques Canada

Canada

Community Stories Overview

Online projects are created **using DMC's website-building platform**

- **NEW!** **$25,000 investment**
  Additional funds for 3rd language

- **Expert support**
  Guidance from Program Officers

- **Expectations**
  Bilingual, user centred, accessible

- **Production timeline**
  24 months (or less)

Website-Building Platform

- A user-friendly template to structure and present your Community Story

- Showcase your content with
  - Text and images
  - Audio and video clips
  - NEW elements: timeline, hot spots, third language capability

- Built-in accessibility

- User manual

Eligible Organizations

Canadian museums, heritage, cultural and Indigenous organizations
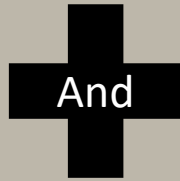
! *Excluding Canadian Heritage Portfolio organizations*

- **Two-part eligibility:**
    1. Primary Purpose and Mandate
    2. Legal Status

Part 1 – Purpose & Mandate

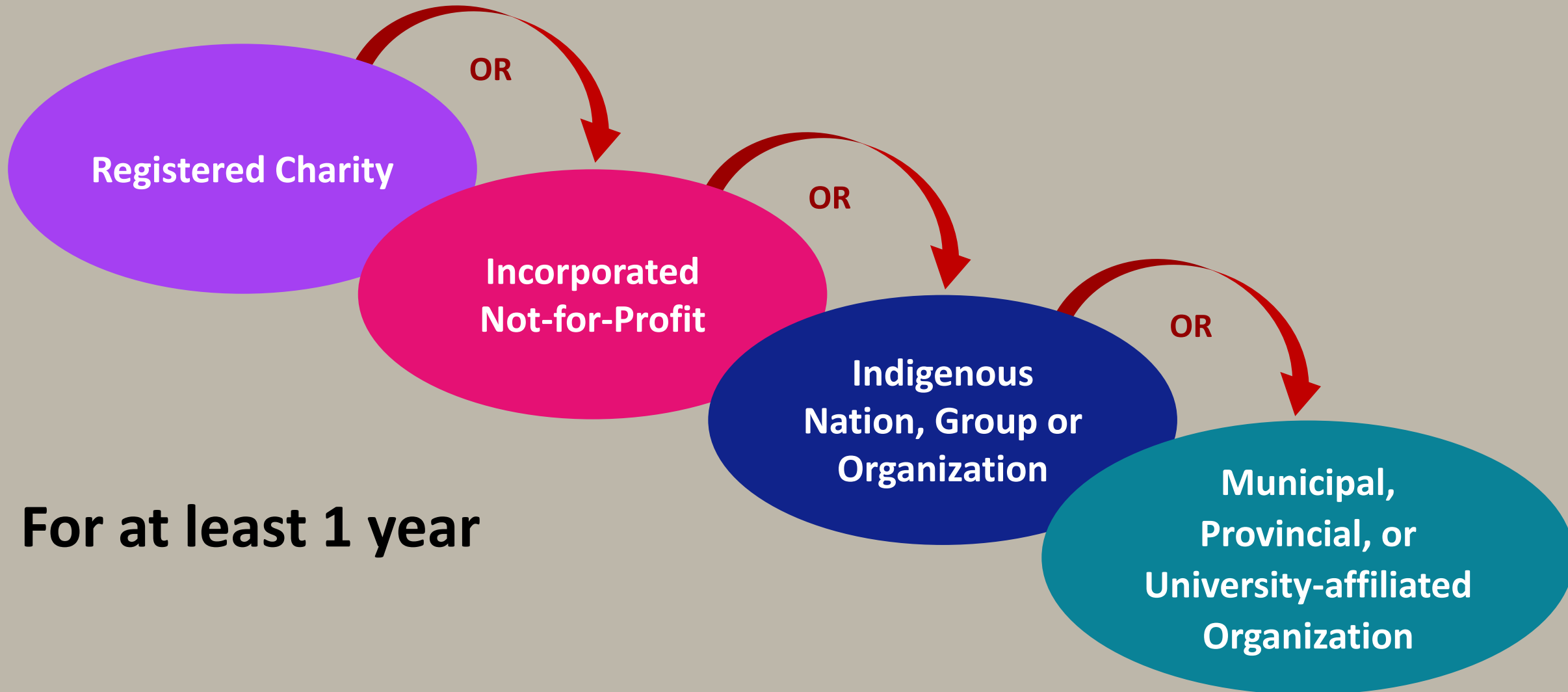**Museums and heritage, cultural and Indigenous* organizations**

*mandated to support or preserve Indigenous culture

And

The primary purpose to engage the public in at least 4 of :

- ✓ exhibitions
- ✓ programming
- ✓ research
- ✓ collections
- ✓ preservation
- ✓ documentation
- ✓ dissemination

Part 2 – Legal Status

Registered Charity

OR

Incorporated Not-for-Profit

OR

Indigenous Nation, Group or Organization

OR

Municipal, Provincial, or University-affiliated Organization

For at least 1 year

Top Tips

- Get inspired by Community Stories
- Research your target audience
- Consult your community
- Plan and scope your project first
- Build a complete team
- Answer clearly, stay on topic and provide details
! Start early

Target Audience & Outcomes

- Define a **specific** target audience
- **Target Audience:** Group of people sharing motivations, characteristics or behaviours

- **Outcomes:** What you want your audience to take away from their experience (learning, enjoyment, change of attitude, inspiration, take action, etc.)

! Avoid broad audiences such as "all Canadians", general public and K-12 students

Relevance

- Why does your subject matter?
- Why is it critical? Compelling?
- Why now?

! Relevant topic = high impact project

Storyline & Content

- Clear + well-structured story:
  - Chronologically
  - Thematically
  - Centered on people, places, artifacts, etc.
- Select materials purposefully
- Design your story for your target audience
- Use the website building platform's features to tell the story

Build Your Project Team

Key roles to fill →

Project Coordinator	Curator / Researcher	Writer
Content Integration	Translator	Editors

Other roles to consider →

Videographer / Photographer / Audio Technician	Interviewer	Designer / Graphic Artist
Curriculum Expert	Community Consultants	Marketing & Promotion

Build a Detailed Schedule

Establish

Tasks

Time

Resources

- Use our **template**
- Each task:
  - is broken down and itemized
  - is ordered in a logical sequence
  - has a **start** and **finish**
  - has a team member assigned

! Include 3 DMC Deliverables

! Include time for community consultation

Build a Detailed Budget

Ensure you

Define costs

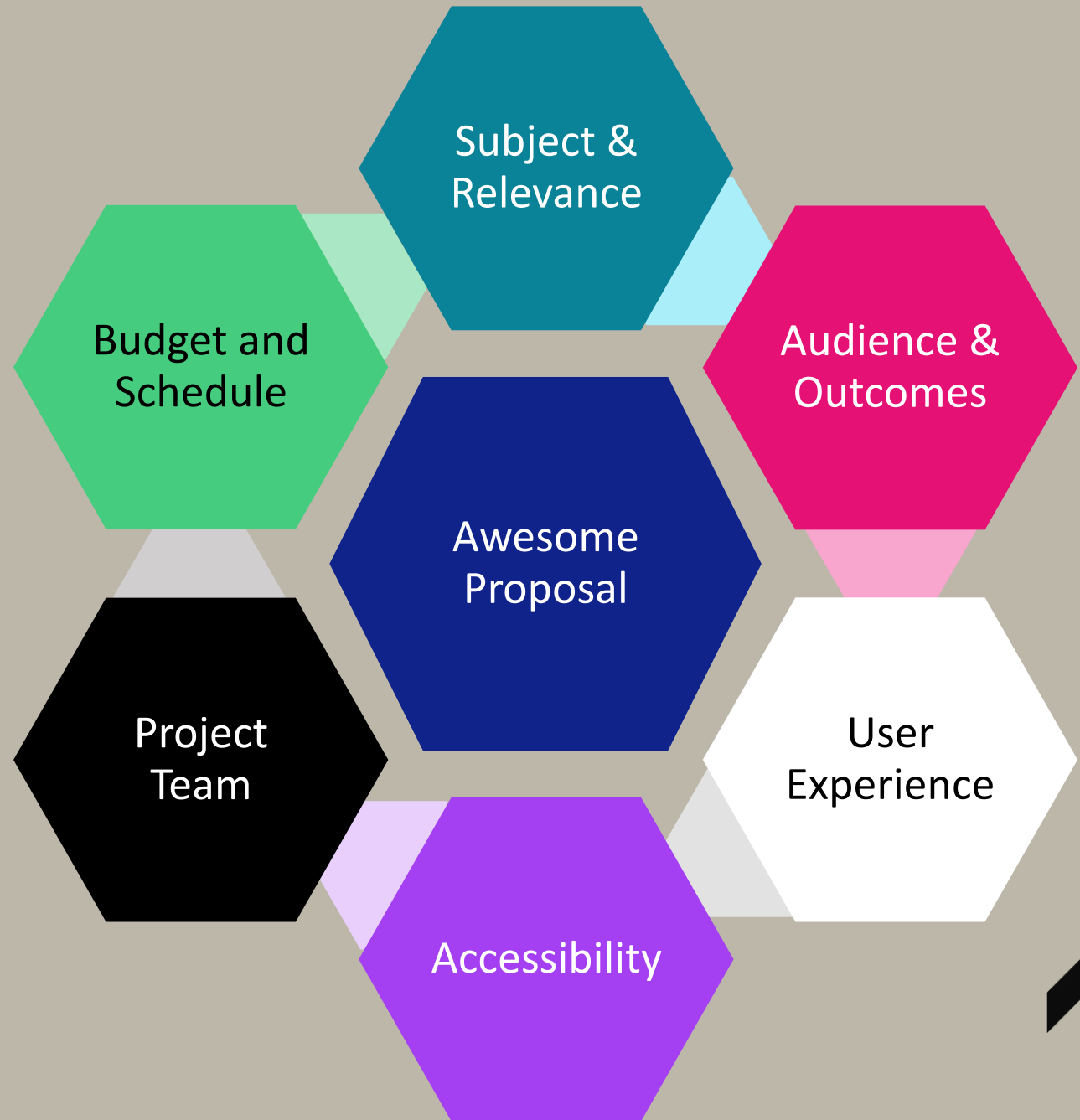**Obtain estimates**

Confirm budget

Use our **template**
- Provide basis of calculations
(number of hours, words, rates, tasks)

- Clearly indicate the **total value:**
  - DMC eligible costs of $25,000 (fixed amount)
  - Your organization's financial / in-kind contributions
  - Other partners' or funders' financial / in-kind

! Verify cost eligibility

2014 – 2022

Application Assistance

Mentorship Chats
One-on-one, 30-minutes

- **Priority groups** and **first-time applicants**.
- **Deadline** October 6, 2023, EST

Office Hours
Drop-in question period open to everyone, 1hr

- October 18, 11 a.m. EDT
- October 25, 12 p.m. EDT
- November 1, 1 p.m. EDT
- November 8, 2 p.m. EST
- November 15, 3 p.m. EST

Question and Answer Period

Resources

- Creating Engaging Online Experiences
- Proposal Questions & Tips section
- Application Resources section
- Be inspired by other Digital Projects

Questions

- Consult our online FAQ
- Contact us: proposals@digitalmuseums.ca

Thank you and good luck!

Apply by December 1, 2023, 5 pm EST

Digital Museums Canada / Musées numériques Canada

Canada