



COUNCIL OF LITERARY MAGAZINES AND PRESSES

## **CLMP MENTORSHIP PROGRAM FOR LITERARY PRESSES**

### **Guidelines and Instructions**

With support from the New York State Council on the Arts, a state agency, and the National Endowment for the Arts, CLMP is pleased to offer our literary presses the opportunity to apply for twelve free hours with a consultant or mentor. These sessions will connect you with an experienced professional to help you identify and implement strategies for improvement in areas such as marketing, publicity, fundraising or overall operations.

### **Requirements**

Applicants must meet the following criteria:

- US-based literary press
- CLMP member
- Can dedicate time to working with a consultant between 10/1/06 and 1/31/07
- Willing to provide information to CLMP after the consulting period so we can evaluate the effectiveness of the working arrangement
- Have **NOT** received a Mentorship Award in the last 18 months

### **Application Process**

To apply for the consultant program, please submit the following:

**1. Information Sheet** (attached)

**2. One-page proposal:** You must submit a one-page proposal describing the project you would like to work on with a consultant. Your proposal should focus on an area of operations that already exists within your press, such as developing a marketing plan or increasing fundraising from individuals. (Do not apply for a project to introduce a new area to your organization, such as marketing to classrooms, if you've never done so before.)

The proposal should state: 1. Your goal in the chosen area; 2. Why you are well positioned to strengthen this area; and 3. Why and how you believe working with a consultant in this area will benefit your press. Your proposal must be at least 350 words and typed.

**3. Supporting Materials:** You must include 2 copies of your most recent title. Please also include any supporting materials related to the area of operation you have chosen, such as promotional or press materials and catalogues.

## **Review Process**

Your applications will be reviewed based upon the following criteria:

- Artistic excellence of your publications
- Appropriateness of goals and outlined work for your particular press
- Potential impact of work on your operations
- Completeness of application and clarity of proposal
- Priority will be given to applicants who have not previously been awarded a consulting opportunity

## **Working Procedure**

- CLMP will match you with a consultant based on your proposal and help you to set up a work plan. You will be asked to map out the time frame of your consultation and inform CLMP of start and finish dates.
- Grantees will work with their consultants/mentors either in person (if possible and convenient) or via e-mail, fax and phone. Because travel funds are not part of the mentoring grant, in-person consultants cannot be guaranteed. The cost of the consultant's time will be covered by CLMP; the press will cover the cost of communications.
- Each press will have a total of twelve hours of consulting time that must be used between October 1, 2006, and January 31, 2007. Presses will determine, along with their consultant, an eight-week period within these four months when hours will be used. Presses have the option of reserving four of the twelve hours to be used by February 28<sup>th</sup> of 2007 for follow-up and analysis if this is agreeable with the consultant.
- Presses will be required to complete a Request for Information (RFI) specific to your project to be forwarded to your consultant prior to the start of the consultation. You will also be required to provide information and data to CLMP in a final report.
- Your consulting time might be spent discussing strategy, asking for advice and referrals, getting feedback on materials, or other mutually agreed upon activities.

## **Timeline**

- |                      |   |
|----------------------|---|
| • Week of Aug. 15    | Contact Jamie Schwartz at CLMP if you intend to apply |
| • Sept. 8th          | Applications due at CLMP                              |
| • Week of Sept. 18th | Recipients will be announced                          |
| • Sept. 18 - Oct. 1  | Consultants will be assigned and confirmed            |
| • Oct. 1 - Jan. 31   | Consulting period                                     |
| • Feb. 28, 2007      | Final reports due at CLMP                             |

## **Deadline**

Complete application must be received at CLMP by September 8th, 2006 at 5 p.m. This is not a postmark deadline. No late proposals will be accepted. Send to:

Jamie Schwartz, Programs Manager  
Council of Literary Magazines and Presses  
154 Christopher Street, Suite 3C  
New York, New York 10014



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**INFORMATION SHEET**

Completed Applications are due at CLMP by 5pm on September 8, 2006

Name/Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web Address: \_\_\_\_\_

**General Organizational Information**

Year established: \_\_\_\_\_ Annual Cash Operating Budget \_\_\_\_\_

# Of full-time equivalent staff: paid \_\_\_\_\_ volunteer \_\_\_\_\_

Non-profit status?  Yes  No

Are you registered as a charitable organization?  Yes  No

CLMP member?  Yes  No

(If unsure of membership status, please contact Robert Casper, Membership Manager at CLMP, 212-741-9110 x15.)  
Note to non-members: For your convenience, a CLMP membership application is available at [www.clmp.org](http://www.clmp.org).  
Applications for new membership must be received at least one week before the application deadline.)

Have you previously applied for and/or received a CLMP consultation?  Yes  No

If yes, please state when, the area of operations that was addressed and the consultant with whom you worked. If you applied and were not awarded the consulting opportunity, please indicate when.

## Questions

In order to apply for the consulting program, you must answer the following questions. Your application will be considered incomplete without this information. You may use an additional sheet if necessary.

1) # Titles Published per Year: \_\_\_\_\_ Avg. Print Run per Title \_\_\_\_\_

2) Please attach a copy of your organization's mission statement or write it in the space provided below.

3) Do you believe your press addresses a particular niche? Please explain.

4) Please describe briefly a recent marketing effort your organization has undertaken.

5) If you are a non-profit organization, please list your major ongoing sources of contributed support (i.e. the NEA, state arts agency, foundations, etc.).

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*Your completed application is due 9/8/06 at:  
Attn: Jamie Schwartz, CLMP, 154 Christopher Street, Ste. 3C, New York, NY 10014  
If you have questions, email [jschwartz@clmp.org](mailto:jschwartz@clmp.org)*