

Time to Get Started

Grant Getting at NKU

May 2004



What does a grant proposal do?

- Presents a project plan
 - Requests funding
 - Promises to deliver
 - Persuasively sells an idea or a service
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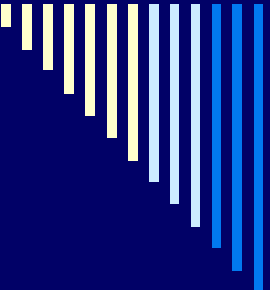
Types of Grants

- ❑ Programmatic – establishes a new program (educational, service, outreach)
 - ❑ Research – study a problem, group of people or organization; evaluate a service or program; test a hypothesis and report results
 - ❑ Training – offer training and education programs to individuals, groups, organizations or communities
 - ❑ Planning – provide planning, coordination and networking in connection with a project
 - ❑ Seed – fund a new project, start up costs
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More Types of Grants

- ❑ Technical Assistance – provide assistance to groups, agencies, or organizations in developing, implementing or managing programs or studies
 - ❑ Demonstration – prove that a project or idea will work, usually on a limited scale
 - ❑ Dissemination - spread the results of a successful project
 - ❑ Equipment – to obtain and install major pieces of equipment
 - ❑ Capital Improvement/Renovation – to build or remodel buildings
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You know you are a successful grant proposal writer if:

- ❑ You start with a good idea.
 - ❑ You locate a source that already has funded similar ideas.
 - ❑ You design, craft and develop your idea into a well-written statement.
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Preproposal Planning

- Begins with the problem statement
 - Defines the geographic area, the subjects, the organism or chemical
 - Identifies what you need to gain funding and carry out the project
 - Now you can begin to work your network.
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Preproposal Networking

- ❑ Engage the people who will help you maximize your chances for success.
 - ❑ Build the infrastructure necessary to carry out large projects.
 - ❑ Leverage resources from the partners.
 - ❑ Include partners early so they are involved in the planning. It takes more time but you will get more commitment.
 - ❑ Collaboration brings new ideas.
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You might need someone...

- ❑ To compliment your qualifications as Co-PI
 - ❑ To be an evaluator
 - ❑ To provide data from another site
 - ❑ To design your project and do the statistics
 - ❑ To meet a requirement of the proposal guidelines
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Enlist a corporate partner.

- They can provide...
 - Mentors/Advisory Board
 - Training
 - Equipment for testing
 - Scholarships
 - Marketing/Printing
 - Video tape production
 - Speakers
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Don't forget to partner with...

□ Funding Agencies

- Program officer and former recipients
- Discuss ideas, review drafts, alert you to additional funding opportunities

□ Foundations

- Build trust and increase chances of funding

□ Your department, dean, colleagues

- Identify duplication and conflicts early
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Identifying the Funding Agency

Homework counts for 100% of your grade

- Internet searches of federal, state and foundation sources
 - Search services that e-mail you opportunities
 - Match your project with their interests – you may need to be flexible to better fit the funder's priorities
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Public vs Private Funding

□ Public Pros

- More \$ available
- Guidelines, procedures and criteria are known and based on legislation

□ Public Cons

- Review takes a long time
- Competition can seem overwhelming

□ Public Focus

□ Private Pros

- More flexibility
- Applications are sometimes short/simple
- Local/regional impact

□ Private Cons

- Less \$ available
 - Decision-making can seem arbitrary
 - They have an agenda
 - Sometimes you need a champion
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What to look for:

- ❑ Application guidelines
 - ❑ Contact information
 - ❑ Deadlines
 - ❑ Limitations/restrictions/eligibility
 - ❑ Prior awards/grantees/abstracts/annual reports
 - ❑ Average award/number of awards
 - ❑ Length of award
 - ❑ Evaluation criteria/priorities
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First read the guidelines then Approach a Funding Agency

□ Foundation

- Phone calls usually yield only the guidelines and the annual report
 - Letter of inquiry/letter proposal is means of introduction
 - Use personal contacts if you have them
 - You may need to get permission to make the contact
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First read the guidelines then Approach a Funding Agency

□ Federal or State Agency

- Talk with program officer
 - E-mail to set up an appointment first
 - Describe your project in general terms
 - Introduce yourself and your idea
 - Sell your idea
 - But, listen and learn
 - Take notes and take the comments to heart. These people make the decisions.
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Questions to Ask:

- Does our idea fit your grant program?
 - Are there any areas that are priorities that we should be sure to address?
 - What are the most common shortcomings you notice in proposals?
 - Will you review a draft proposal and give us feedback?
 - Would you recommend a previously funded proposal for us to read? Is there someone who could “mentor” me?
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Four Keys to Success:

- 1) Get the guidelines
- 2) Read the guidelines
- 3) Understand the guidelines
- 4) Follow the guidelines

#1 reason for lack of success is not following the guidelines.



What to look for:

- ❑ Agencies fund ideas that match their priorities and goals
 - ❑ Priorities and goals are in their guidelines
 - ❑ Guidelines help you:
 - Develop an outline for your proposal
 - Identify what criteria will be used for evaluation
 - ❑ Remember, you are applying for competitive funding
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Your task is to highlight the guidelines and develop an outline.

□ First note:

- Due date – receipt or postmark, mail or electronic
 - Number of awards – 1, 3, 15
How many first time and how many continuation?
 - Average size of award – is it enough?
 - Geographic area/region
 - Are matching funds required? How much?
 - Eligibility and required partners
 - Priorities – specific age group, geography, ethnicity/income. Are “bonus” points available?
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Begin to develop your outline:

- Begin with headings in the guidelines, and then subheadings
 - Note evaluation criteria and points awarded
 - List forms
 - List required appendices/letters
 - Number of pages, font, etc.
 - Write questions in the margin.
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Identify the Review Criteria

- There is often a list of review criteria. These will be used by the reviewers. Make their job easy 😊
 - Note weighting if there is any.
 - Address these criteria directly in the proposal even if they aren't included in the outline.
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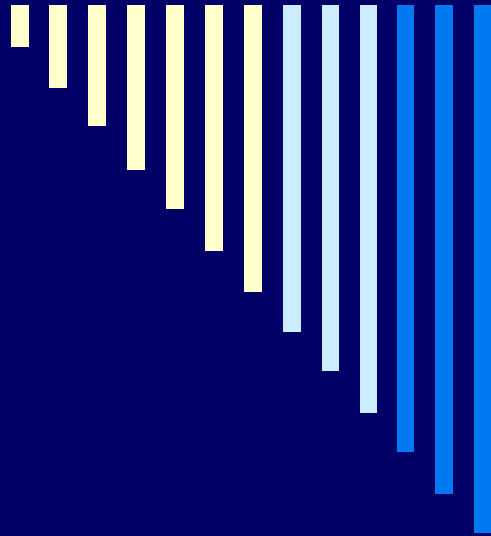
Set a schedule for yourself –
Leave enough time to do a good job.

- Contact the office of research.
 - Contact your dean and department chair.
 - Identify partners and include them in the planning.
 - Plan backwards from the deadline for letters, vitae, descriptions of institutions and programs, etc.
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Generic Outline for a - Research Proposal Programmatic Proposal

- Problem and its significance
 - Literature review
 - Preliminary studies
 - Hypothesis or objectives
 - Research design and procedures
 - Dissemination
 - Facilities/Equipment
 - Budget & Narrative
 - Appendices
- Need for the project
 - Significance
 - Project Plan including Goals and Objectives
 - Project Personnel
 - Partners/Agreements
 - Adequacy of Resources
 - Management Plan
 - Project Evaluation
 - Dissemination/Continuation
 - Budget & Narrative
 - Appendices
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The Golden Rule of
Grant Getting:
Whoever has the gold
makes the rules.

Use the guidelines to structure your
proposal to appeal to the funding agency.
