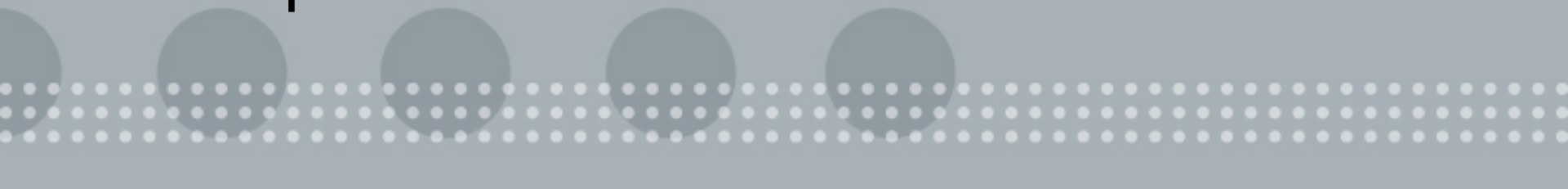


# The Ohio State University Center for Learning Excellence

*Writing Fundable Proposals*  
September 26, 2008



# Session Overview

- Recognizing that grants are an important source for funding research and services.
  - Identifying sources for grant funding.
  - Understanding the importance of identifying need in preparation for grant formulation.
  - Becoming familiar with proposal components.
- 

# Where's the Money?

- Public
  - Federal
  - State
  - Local
- Private
  - Corporate and Family Foundations



<http://rf.osu.edu/fundops>

\*Finding Funding Resource

# It's All About Relationships

- Communication with Funders
- Partnerships increase the likelihood of commitment and sustainability=*Safe Investment*
- Word of Mouth (Reputation)
- Demonstrated Expertise
  - Who you are?
  - What you are good at?



# Group Discussion

If you had \$1 Million dollars who would you give it to other than your self or family members?



# Recipe Exercise



# Why?

*If I tell them,  
They won't remember.*

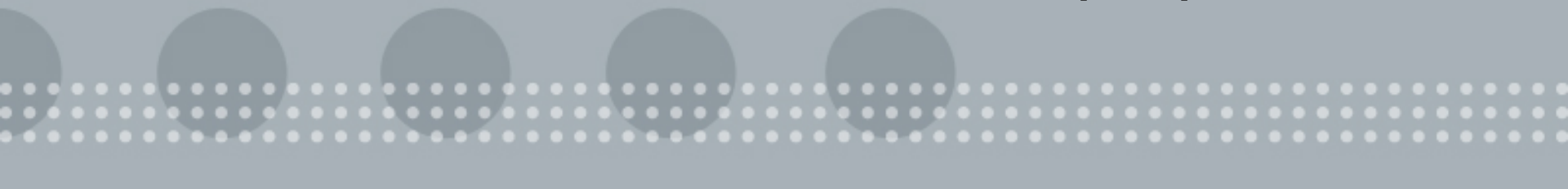
*If I show them,  
They might remember.*

*If I involve them,  
They probably will remember!*

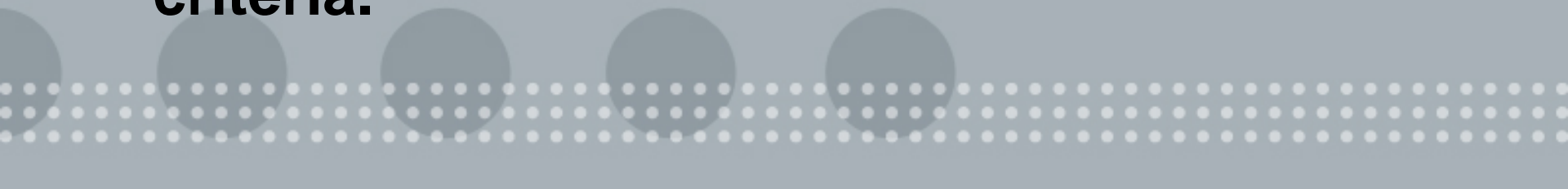
*This is also boring for most people and I want you to stay...*



# Finding Funding

1. Match your ideas to the **right funding source** and understand exactly what the program wants.
  2. Use the funding source for **technical assistance** throughout the entire process. *(Handout: Grants & Communication)*
  3. Begin **necessary groundwork** before a notice of funding availability is announced with little time to prepare.
- 

# Finding Funding

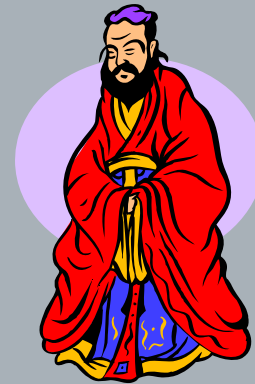
4. Establish a **timetable** and organize the necessary manpower when the funding is first announced.
  5. Follow the **instructions and format.** (*Glossary*)
  6. Lay out a master **plan.** (*Vision & Direction*)
  7. Be **reasonable and realistic.**
  8. Match the **goals and objectives** to the assessed need.
  9. Provide information on all of the **evaluation criteria.**
- 

# Rules for Writing

1. Stay away from jargon.
2. Avoid words that are trendy.
3. Do not use abbreviations.
4. Do not try to sound like an “intellectual” by using big words, but be “smart”.
5. Don’t use phrases over and over.
6. Watch for unclear inferences.

# Confucius Say...

In language, **CLARITY** is  
everything.

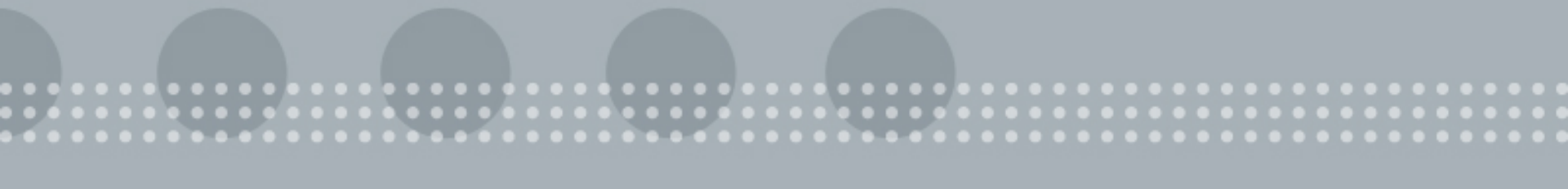


# *Self Explanatory*

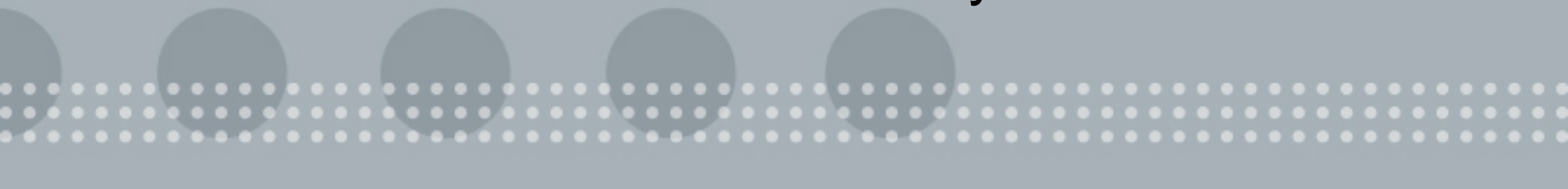
- Pythagorean theorem: 24 Words
- The 10 Commandments: 179 Words
- The Gettysburg Address: 286 Words
- The Declaration of Independence: 1300 Words
- Federal regulations on the sale of cabbage: 25911 Words

» Stuart Miller

# The **NASTY** NINE

- Fragmentation
  - Reactive Mode
  - Prescriptive Programs (One Size Fits All)
  - Superficial Networking
  - Lack of Evaluation
  - Lack of Strategic Planning
  - Lack of Clear Leadership
  - Target Population Viewed/Treated as Objects
  - Diffused Mission
- 

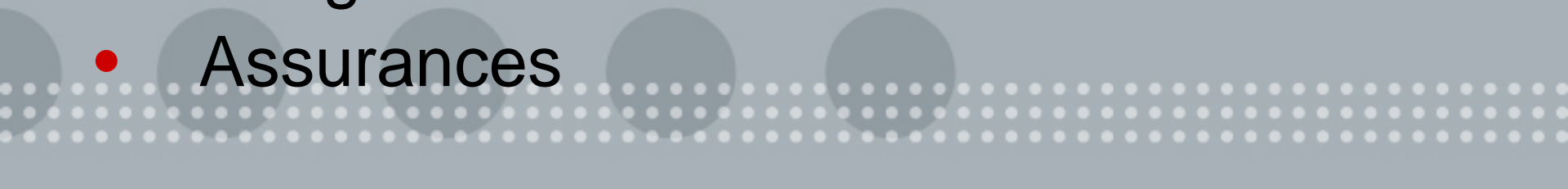
# The **NEEDED** Nine

- Creative Collaboration
  - Proactive Thinking
  - Developmental Initiatives
  - Transformational Networking
  - Practical Evaluation
  - System Level Planning
  - Nurtured Leadership
  - Target Population viewed as Resource
  - Clear Mission & Cultural Clarity
- 

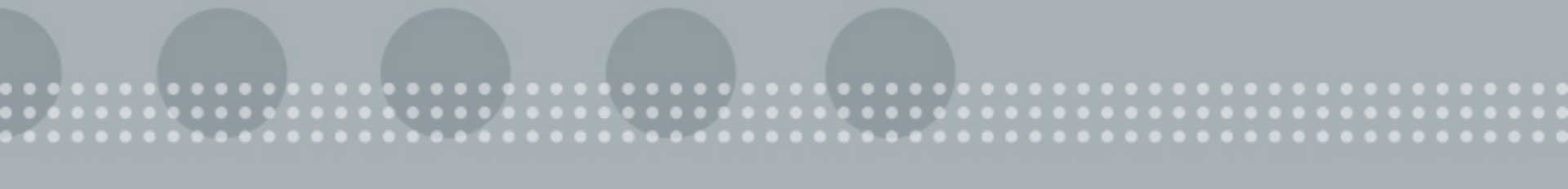
# Types & Size of Proposals

- Local or Foundation
  - Letter, Simple Format, Ask a lot for a little
- State
  - Contract, Grant Proposal, Focuses on Statement of Work-Goals & Objectives
- Federal
  - Letters of Intent, Multiple Components, Assurances


# CDC Proposal Components

- Administrative Data, DUNS Number, Contact Information, Brief Description of Project, Target Numbers, Political Districts
  - Abstract- 2 Paragraph-1 Page Summation
  - Narrative-Need, Plan, Activity Timeline, Methods, Evaluation, Personnel
  - Budget
  - Budget Narrative
  - Assurances
- 

# SAMHSA Proposal Components

- Abstract
  - Budget
  - Budget Narrative
  - Statement of Need
  - Proposed Evidence Based Practice/ Services
  - Proposed Implementation & Approach
  - Staff & Organizational Experience
  - Performance Assessment & Data
  - Confidentiality and Protection
  - References
  - Assurances
- 

# HRSA Proposal Components

- Abstract
  - Program Narrative-Introduction, Needs Assessment (Summary of Finding), Methodology, Evaluation, Experience
  - Budget
  - Budget Narrative
  - Assurances
- 

# NIH Proposal Components

1. Introduction to Application
  2. Specific Aims
  3. Background and Significance
  4. Preliminary Studies or Progress Report
  5. Research Design and Methods
  6. Inclusion Enrollment Report
  7. Progress Report Publication
  8. Protection of Human Subjects
  9. Inclusion of Women and Minorities
  10. Targeted/Planned Enrollment Table
  11. Inclusion of Children
  12. Vertebrate Animals
  13. Select Agent Research
  14. Multiple PD/PI Leadership Plan
  15. Consortium/Contractual Arrangements
  16. Letters of Support
  17. Resource Sharing Plan(s)
  18. Appendix
- 

# NIH Proposal Information

- **What's an R01?**


- NIH *awards this standard research grant to all types of organizations*
- NIH's standard "plain vanilla" and most popular research project grant.
- Many first-time independent researchers take the plunge and try for this mature award.
- You can apply in any topic, but make sure your application fits the mission of at least one NIH institute.
- NIH awards R01s to organizations of all types, including universities, small and large businesses, and foreign organizations.
- You can ask for any dollar amount or length of award (up to the five-year limit), though as we advise in [Grant Writing for New Applicants](#), "less is more" for a new investigator.
- Only R01 applications get a percentile in addition to a priority score as a result of initial peer review.

# Common Proposal Attachments

- Letters of Agreement/ Intent
- Capabilities Statements
- Tables, Maps & Charts, Logic Models
- Job Descriptions of Key Personnel
- Bio Sketches/Resumes of Key Personnel
- Project Organizational Chart




# Common Proposal Elements

- Organizational Information
  - Elevator Message (Paragraph)
  - Abstract-1 Page Summary (*May be included in Narrative*)
  - Narrative
  - Budget & Budget Narrative
- 

# Purpose of the Narrative

## *Telling and Selling your story*

- Conveying a concept-explaining an idea
  - Convincing others
  - Creating a roadmap from start to finish
  - Convincing strangers to invest in your project
- 

# Parts of the Narrative

- Narrative
  - Established Need or Justification
  - Goal/Intent/ Program-What you are going to do with the money?
  - Methodology/ Procedures for Implementation
  - Evaluation-How are we going to know you did what you said you were going to do?
  - Timeline
  - Dissemination of results

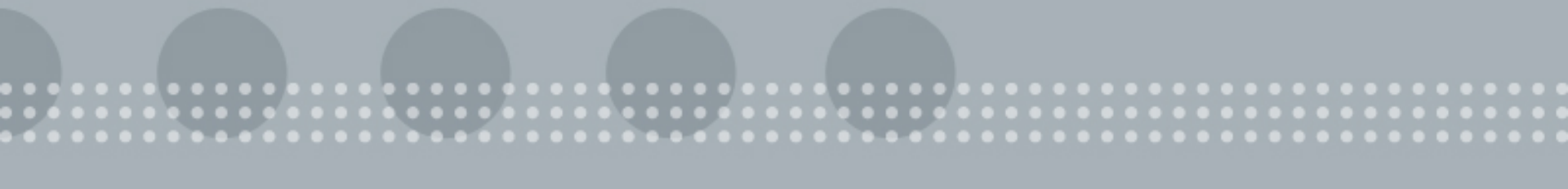
# Budgets & Budget Narratives

- Common Categories
  - Personnel to include salary and benefits
  - Travel details
  - Equipment
  - Supplies
  - Contractual
  - Other Costs
  - Facilities and Administration (Indirect)

# Technology and Proposal Writing

- Online Submission
- Downloading Software
- Compressing Large Documents
- No last minute submissions!
- [www.grants.gov](http://www.grants.gov)

# What to do first?

- Training on how to locate and write proposals
  - Collect and keep updated “common proposal components” on hand
  - Subscribe to grant alerts/ funding sites
  - Search out funding that matches
  - Set aside time to read and write
  - Writing “Letters of Intent”
- 

# CLEX Proposal Planning Process

- Provide staff training opportunities
- Designate staff person to research funding opportunities and distribute bi-monthly *Grant Assistance Bulletins*
- Develop and update funding resource page on CLE website  
<http://cle.dev.ehe.osu.edu/>
- Directors will meet monthly to determine exploration or application to sponsor agencies, foundations, etc.

# Grant Assistance Bulletin Format

<i>CLE Domain &amp; Target Population</i>	<i>Sponsor/ Contact Name/Contact Phone &amp; Email</i>	<i>Grant Name/ Reference Number &amp; Research Level</i>	<i>Brief Description (Goals &amp; Outcomes)</i>	<i>Due Date Award Date/ Years/ Amount</i>



# Read ...Read...Think...Write

- Read the proposal
- Read the proposal **AGAIN!**
- Highlight important information
  - Deadlines
  - Technical Assistance
  - Submission Guidelines (Qualifying Info)
  - Goals/ Objectives/ Outcomes

# Group Exercise

- *Please read the request for proposal and provide the following information.*
  - Deadlines
  - Technical Assistance
  - Submission Guidelines (Qualifying Info)
  - Goals/ Objectives/ Outcomes

# Understanding the Components

- Assessing
- Evaluating
- Planning
- Implementing



# Assessing Need

- Determining Need
  - Demographic (What do they look like? Act like? Think like?)
  - Prevalence
  - Perception
  - Behavior (*Using Focus Groups Handout*)
    - ✓ *Matching the need to the methodology*
      - Social Marketing... Perception Data

# Evaluating


Evaluation is **NEUTRAL...**

It is not good or bad...

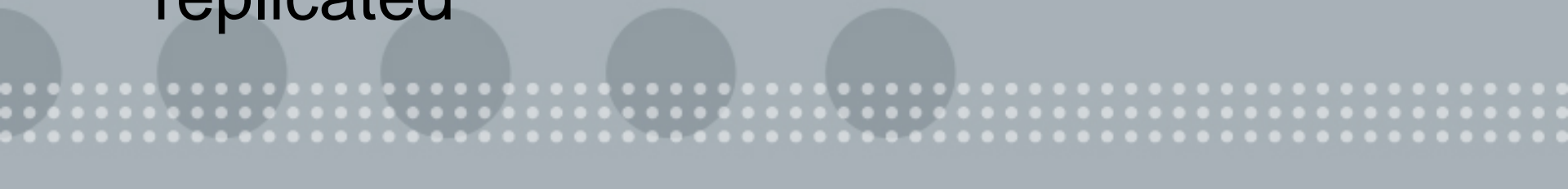
We just need to know what works and what doesn't!



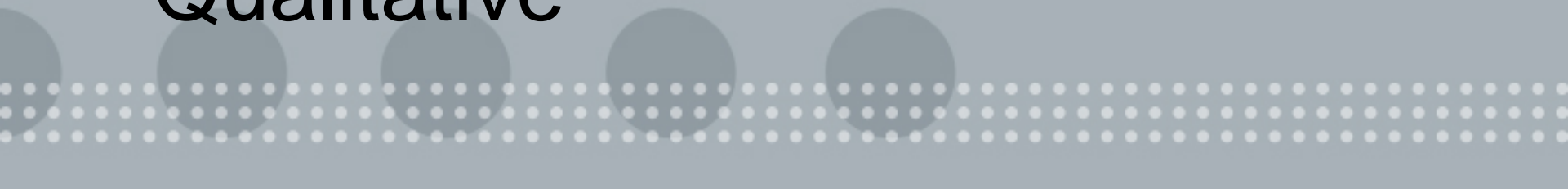
# Why We Don't Evaluate?

- “I just don't have time to evaluate and run a program too.”
  - “What if it shows my program is not effective?”
  - “I was never really good at writing or math.”
  - “It's so boring and complicated!”
  - “I'm really good at delivering services, but not as good at writing them down.”
- 

# Why Should We Evaluate?

- To **Assess** a program's overall effectiveness relative to its goal and objectives.
  - To **Improve** or **Modify** program activities
  - To **Assess** cost effectiveness
  - To **Increase** the chances of reaching and effectively serving the target population
  - To **Describe** the program so that it may be replicated
- 

# Discussing Evaluation Design

- Internal vs. External Evaluator
  - Congruency in Need/ Overall evaluation design
  - Process Evaluation
  - Impact Evaluation
  - Differences in Qualitative & Quantitative
- 

# Why Create a Plan for Action

## Planning allows us to:

- Create an objective profile of our community/ state/ target population
- Identify how to focus resources and efforts
- Implement more effective strategies



# Planning

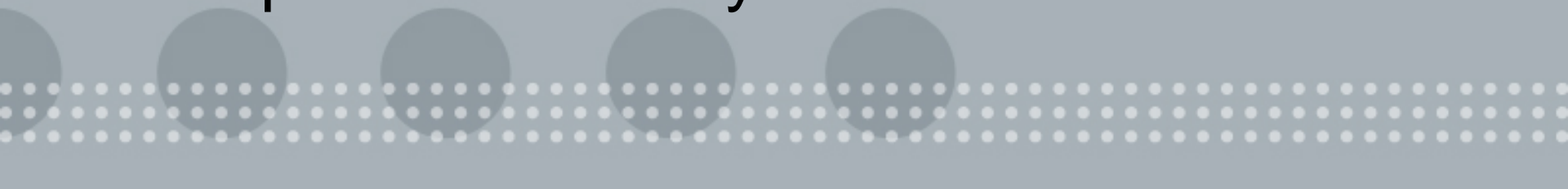
- **Determining Capacity**
  - Human Capital
  - Physical Capital
  - Fiscal Capital
- **Determining Readiness**
- **Determining Outcomes**
- **Matching need to Evidence Based Practice**
- **Timelines**



# Small Group Exercise

- Divide into groups of 2.
- Each group will be given a section of the proposal to read and compare the completed proposal with the request for proposal instructions.
- Each small group will discuss the findings with the large group.

# *7 Beatitudes of Grant Writing*

1. Blessed are they who write simple sentences, for they shall be understood.
  2. Blessed are the realistic, for they truly know themselves.
  3. Blesses are the competent, for they can make it without us.
  4. Blessed are they who have a good reputation for they shall walk in sunshine.
- 

## *Beatitudes...continued*

5. Blessed are they who have community support, for they shall flourish.
6. Blessed are they who know how to manage money, for they shall never be sued.
7. Blessed are the honest for they shall see God!

*Dennis McInay*

