

Find Fitting Grants

WSU College of Education

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Assessing an Opportunity

1. Brainstorm project, funding needs, team
2. Identify funding agencies & competitions
(Informer, COS Pivot, agency sites, other)
(WSU support staff)
3. Assess specific calls
4. Decide where you can wiggle

Does this Opportunity Fit?

- * Can I align the project & writing to agency goals?
(not vice versa)
- * Am I eligible? (institution, your rank, location, etc.)
- * Can I do it in timeframe, at or under budget?
- * Can I be competitive? (expertise, publications, evidence, team, pilot, etc.)
- * Does my project match the innovation level?
- * Do we have the resources (equip, team, travel?)

Use Pivot to Find Fitting Grants

WSU pays for faculty, staff & grad students to use COS Pivot. pivot.cos.com. Quick & easy to find grants. Enjoy while it lasts!

- * *Short summary of most important info for each opportunity*
- * Identify funding in all disciplines, all over the world
- * Find, track, and share opportunities
- * *Sign up for targeted funding emails* using your own keywords
- * Save searches & identify collaborators

How-to videos on YouTube and at Pivot site. But you may not need them, since it's so easy to search!

Assessing Specific Calls

1. Agency goals (help them meet their goals)
2. Eligibility (institution, location, rank, membership, etc.)
3. Funding (amount, range, # winners, cost share)
4. Requirements (formatting, page limit, online forms, etc.)
5. Past recipients & projects
6. Examples (successful proposals or abstracts)
7. Read FAQs (and OF COURSE the summary and RFP)
8. Deadline: What's the REAL deadline? (see next slide)

What is the Real Deadline?

- * Can I submit final draft in plenty of time for quality?
- * If not, submit higher-quality proposal at next cycle?
- * Plan for INTERNAL deadlines, not agency deadline
- * WSU “limited” deadlines can be months before
- * Support staff need drafts and budgets several weeks early to do the best job helping you
- * OGRD needs to review submissions several days before agency deadline

Making Contact

- * Check with staff or WSU Foundation prior to contact (they may have inside info, history)
- * Send brief overview of proposed project
(few sentence email or short rehearsed call)
- * Can inquire about alternate sources if it's not a fit
- * Can ask for feedback if project is not funded; some give more than others

Adjust Your Perspective

- * Don't explain why you need funding for pet project
- * *Show how you can help the agency further its goals.*
- * You and funder are *a team, working on common goals.*
- * Take reviewer's POV, reading 100's of proposals
- * Make yours stand out: *innovative, brief, clear, exciting.*
- * Write for *generalists*, not specialists (lay language)
- * Like advertising, but don't sell yourself or your idea
- * *Sell your action plan and expected results*

Starting Point for Proposal

- * What do you care about? (to form topic)
- * What is the problem? (“Who cares?”)
- * Why is it important? (“So what?”)
- * Gaps in existing knowledge or practice
- * Why is your idea better? (stand out, grab interest)
- * How is it new, unique (innovation)?
- * What will it contribute? (broad impacts)
- * Who will it benefit? (linked to broad impacts)

Comparison of Writing Styles

Grant Writing

- * Easy to understand
- * Brief, concise
- * Personal, enthusiastic
- * “Sell” to the reader
- * Goals, activities, outcomes
- * Action-oriented
- * Agency goals, service
- * Team-focused

Academic Writing

- * Academic language, jargon
- * Lengthy, verbose
- * Objective
- * Explain to the reader
- * Thesis statement, theory
- * Focused on ideas
- * Your own goals
- * Individualistic

How does grant writing style look in practice?

- * Short, clear sentences
- * Key phrases underlined or bolded
- * Lists (bulleted or numbered)
- * Graphs and tables
- * Active voice (I or we), future-focused
- * Strong, persuasive phrasing
- * Conveys enthusiasm
- * Includes goals, activities, outcomes, evaluation plan

Foundations

- * Often led by wealthy benefactors or those who carry out their wishes
- * Cultivate relationship first
- * WSU Foundation can help establish contact and share success history
- * Often short letter of intent (LOI)
- * Once LOI is accepted, you write full proposal
- * Once proposal is accepted, you may jump through more hoops, present at board mtg, etc.

Federal Sources

- * Big money, large projects, long proposals
- * Acceptance rate once 1:10, now often 1:60
- * Transformative, generalizable, model projects
- * Partnerships, collaboration valued
- * Detailed RFPs and strict guidelines
- * Often short LOI first; do this even if “recommended”
- * Plan to submit repeatedly, use reviews to improve

WSU Grants

- * Faculty Seed Grants
- * Challenge Grants
- * Travel Grants
- * Clear guidelines, short proposals
- * Good for individuals (except Challenge grants)
- * Provide experience & notoriety for future grants

State Sources

- * Still big money, but can be easier to procure
- * Advantage of regional contacts, partnerships
- * Agency may have funded other WSU projects
- * You may be competing with your colleagues
- * Or you may be collaborating with them!
- * Partnerships are valued (agencies, schools, etc.)

Local Sources

- * Easier to win
- * Easier to write (short application)
- * “Small potatoes”, some \$500...but some 10K
- * Good for small pilot projects, equipment
- * Can be single investigator
- * Often offered by local businesses
- * Corporate & alumni funders: high-visibility projects

Faculty Support Available

Required: Campus grant administrators: budgets, timeline, guidelines & requirements
(Budget staff, OGRD, “limited” competitions, etc.)

Recommended:

- * Laura Girardeau: Targeted funding options, writing strategies, proposal editing, article editing, informs other support staff of your plans.
- * Amy Roth McDuffie: Project conceptualization, funding agencies, faculty review committees, federal proposal review, NSF expertise, networking, team-building.
- * WSU Foundation (Esther Pratt): inside info, contacts, background, LOI review.
- * Sara Kinser: liaison with private foundations, review of foundation proposals.
- * Andrea Farmer: corporate and alumni funding opportunities.
- * COS Pivot, grants database hosted by WSU. (Platform may change: use Pivot while you can).

Q & A

*Questions? Tips?

*I'll email you PowerPoint, Grants at a Glance, etc.

*Grant writing manuals in Cleve 174 to lend faculty for 1 week

THANK YOU FOR COMING!

Workshop #2: "First Page: Make It or Break It!" (December)