Introductions

* Welcome!

* Brief introduction from all attendees and campuses.

* Research interests? (You might find a new collaborator for a grant project)!

* Specific challenges in grant writing?
Grant Writing vs. Academic Writing

* The academic writing style you’re used to (for journal articles, etc.) does not win grants.
* It can actually hurt your chances.
* If a reviewer says a proposal “reads like a journal article,” this is not a good thing!
* To succeed at grant writing, you need a new set of writing skills.
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
Where do I find examples of successful proposals?

- Many funders post abstracts online
- COE posts some proposals on Sharepoint
- Colleagues may or may not want to share
- Reviewer feedback is also quite valuable  
  (silver lining to rejection)
Don’t explain why you need funding…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.

Put essential info on 1st pg (goals, activities, outcomes)

Write for generalists, not specialists

It’s like advertising, but don’t sell yourself or your idea

Sell your action plan and expected results
* Read RFP and guidelines, adjust plan to fit
* Consider alternate sources and grant types
* Before starting, discuss with collaborators
* Then contact grant officers to ensure fit
* Get internal deadline from WSU grant staff
* Rewrite many times, seek feedback from colleagues and editors
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 need to jump through another hoop & present at board mtg
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 a short LOI first
* Plan to submit several, use reviews to improve
* Keep on truckin’! (Workshop 2, Staying the Course)
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” in terms of funding
* Good for small pilot projects, equipment
* Can be a single investigators
* Often offered by local businesses
* Larger corporate funders with business in our area have more money, use your project to advertise
WSU Grants

- Challenge Grants ($100K this year, COE won)
- Faculty Research Awards
- Fellowships
- Travel Grants
- Clear guidelines, short proposals
- Good for individuals (except Challenge grants)
- Provide experience & notoriety for future grants
Laura Girardeau, lgirardeau@wsu.edu, x6232
Faculty Research Development Coordinator

I help COE faculty identify funding sources,
focus projects and edit drafts

WSU Foundation: helps with contacts, background, success history, etc.

COS Pivot, grants database hosted by WSU.
(Platform may change: use Pivot while you can).
*Questions? Tips on what's worked for you?

*I'll email you copies of this presentation and useful articles

*I have several grant writing manuals in my office (Cleveland 262) to lend for 1 week

References:


THANK YOU FOR COMING!

Workshop #2, Nov. 15, 12-1 pm: Staying the Course (how to stay motivated)