

**SHOW ME THE MONEY:
Sustainable Cities Grant Workshop
September 13, 2017**

Ann Marie Hess
Research Advancement Manager
Annmarie.hess@asu.edu

Proposal Team Activities

New Faculty Support & Mentoring

- Create funding opportunity plan
 - Brainstorming

Idea Development

- Workshops for a particular call
- Using past successful & unsuccessful submissions
 - Networking across campus

Finding Funding Opportunities

- Newsletter
- Development of searchable website
- Targeted searches for individuals and groups

Tailored Services

- Work 1-on-1 with PIs
- Work with directed initiatives

Changing the Culture

- Deadlines
- Expectations
- Institutional Policy

Today's Agenda

- ❖ Identification of a Funding Opportunity
- ❖ Creating an Annual Funding Strategy
- ❖ Breaking down the RFP
- ❖ Budget
- ❖ Narrative
- ❖ Proposal Reviews

Identification of Funding Opportunities

- **Federal Agencies:**

- **Platforms:**

- www.grants.gov
 - www.fedconnect.net

- **Individual sites:**

- www.epa.gov
 - www.fws.gov
 - www.energy.gov/eere/office-energy-efficiency-renewable-energy

Identification of Funding Opportunities

- **National Foundations:**

- www.foundationcenter.org
- www.gatesfoundation.org
- www.fordfoundation.org
- <http://www.coca-colacompany.com/our-company/the-coca-cola-foundation>
- www.starbucks.com/responsibility/community/starbucks-foundation

- **Local Foundations:**

- www.azfoundation.org
- www.lincolnst.edu
- www.pipertrust.org
- www.ninapulliamtrust.org
- www.flinn.org
- www.dorrancefamilyfoundation.org

- www.tgci.com/funding-sources/AZ/top

- **Google Search: Food Waste**

- <http://www.thefinkfamilyfoundation.org/food-waste.html>
- www.stopwaste.org
- www.refed.com
- www.sustainablebrands.com

Identification of Funding Opportunities

HOME HELP FEEDBACK

LOGOUT

CHAT NOW

FOUNDATION
DIRECTORY Online

ONLINE
Professional

A service of the
FOUNDATION CENTER

Power Search

Search
Grantmakers

Search
Companies

Search
Grants

Search
990s

Search Form > Search Results

Your Search

Grantmaker Location:
"United States"

Save Search

Narrow Your Results

Add Keyword

Grantmakers

Country

[Prev 10 | Next 10]

Results: 1-100 of 118976

New Search

Modify Search

Print/Save Email Export List

| | Add to Workspace | Grantmaker Name | City, State / Country | Total Assets - | Total Giving |
|--------------------------|--------------------------|--|-----------------------|------------------|-----------------|
| <input type="checkbox"/> | <input type="checkbox"/> | President and Fellows of Harvard Corporation | Cambridge, MA | \$72,763,619,000 | \$651,074,543 |
| <input type="checkbox"/> | <input type="checkbox"/> | Gates Foundation, Bill & Melinda | Seattle, WA | \$44,320,862,806 | \$3,439,671,894 |
| <input type="checkbox"/> | <input type="checkbox"/> | Kaiser Foundation Hospitals | Oakland, CA | \$39,709,611,780 | \$138,464,888 |
| <input type="checkbox"/> | <input type="checkbox"/> | Hughes Medical Institute, Howard | Chevy Chase, MD | \$21,693,736,000 | \$85,000,000 |

How to create the plan

Weekly

Monthly

Quarterly

Annually

Scenario- You find the diamond in the rough- perfect call- but you found it 2 weeks after the deadline- my next step is to add all pertinent information to my Funder Planning Calendar that I update on a weekly basis.

*Have an elevator speech prepared for your projects!

Funding Opportunities

- AKA
 - Solicitation
 - Funding Announcement
 - Broad Agency Announcement
 - Program Solicitation
 - Program Announcement
 - Application Instructions
 - Proposal Guidelines
 - Request for Applications

These can differ via federal vs. foundation vs. donor requests

Breaking Down a Request for Proposal

- RFP's lay out the specific needs or content focus within a single document.
- Deadlines, specifications on documents-(font size, margins, documents required)
- Budgets
- Subcontractors, collaborators, co-PI's all can have specific requirements
- The whole process can take weeks or months depending on the complexity of the task at hand

Key Information

- **Sponsor Name**
- **Funding Opportunity Title**
- **Purpose/Objective**
- **Eligibility**
- **Key Dates**
- **Proposal Prep Instructions**
- **Submission Deadline**
- **Application Review and Selection Process**
- **Award Administration**
- **Contacts**

| Action Steps | Items for Consideration |
|--|--|
| Determine purpose of funding | <ul style="list-style-type: none"> • Specific population • Specific nonprofit (religious, environmental, educational) • Types of support (research, fellowship, equipment, program, center, event) |
| Review funder's mission and funding priorities | <p>Make sure your project is consistent with the purpose and activities the funder supports</p> <p>For example, the EPA has its mission and funding priorities posted via national and regional zones. Check back before submission for updates based on annual budget policies.</p> |
| Review limitations | <p>Review allowable costs</p> <p>Review unallowable costs</p> |

| Action Steps | Items for Consideration |
|--|--|
| <p>Read funding opportunity announcement carefully before deciding to apply</p> <p>IF FUNDER DOES NOT ACCEPT UNSOLICITED APPLICATIONS, <u>DO NOT APPLY</u> without invitation</p> | <p>When is the application due? Is there time to write an application of quality?</p> <p>Is a Letter of Intent due before the application? If so, what is the deadline?</p> <p>What are the budget constraints? Is enough money available to actually implement the project if awarded?</p> <p>How does the funder want to be contacted? (e.g., email, hard copy, electronic portal)</p> <p>Do we have the facilities, equipment, and resources in place to implement the project in the time frame stated if awarded?</p> |
| <p>Note any unusual terms</p> | |

Take Advantage of the Q&A Part

- Most often questions and answers will typically be shared publically on the website or within the RFP.
- Take time to read through them before contacting the PO to ensure the question has not been already answered.
- Can prove vital in giving you a glimpse into the competition!

Compliance

- RFPs are very specific. Pay close attention to the small details laid out by the funder.
- Something as simple as margin or font size can be the reason your proposal is returned without review!
- The devil is in the details-it pays to have enlisted an outside participant to review the compliance portion after all documents are in final form.

Unsolicited Proposals & White Papers

- Understand the funder's mission, culture and investment agenda.
- You should be able to bring a competitive expertise and offer an idea of interest to the funder.
- Contact the program officer to discuss your project .
- What is the format for submission?

Review Exercise:



- Analyze Solicitation
- Report back to large group
- Issues
- Questions

Budget

Why the Budget is Important

- The budget should tell the same story as the narrative. It should be clear and concise and weave threads into the narrative to strengthen the project plan.
- The summary budget should be a snapshot or summary of the story that the budget tells. It is also important to note that the budget should follow and inform the narrative. This means, as the narrative is massaged into its final form so should the budget.
- The budget will show the funder if you truly know what you are doing with regards to the project. It should clearly tell the story of who, what, when, where and how much.

Budget

- Allowable Costs:
 - PI salary
 - Senior personnel or consultants
 - Education and outreach activities
 - Evaluation expenses
 - Travel and subsistence expenses for PI and U.S. participants when working abroad with foreign collaborators
 - Consultant expenses

The Power of Collaborating

Collaborations Can:

- Strengthen the narrative by weaving strands of expertise together to form an integrated project vision, project goals and objectives.
- Important:
 - RFP's that require collaborations require TRUE collaboration. Funders are able to grasp whether your collaboration is authentic or simply being utilized to fulfill the RFP requirements.
 - Collaborations strengthen the narrative by displaying existing and novel partnerships. Both have their own strengths and can be illustrated in the background, overview, narrative and budget justification.
 - Describe how the collaboration makes the project stronger vs. how your collaborators would contribute.
 - i.e. how does each partner help form an integrated vision, achieve the project goals and objectives.



[HUD](#) offers funding opportunities to help communities realize their own visions for building livable, walkable, and environmentally sustainable regions.

[DOT](#) offers funding opportunities to support more livable walkable communities.

[EPA](#) offers grants to support activities that improve the quality of development and protect human health and the environment.

In addition, EPA maintains a listing of additional funding sources to build sustainable communities.

Networking Ideas

International Council for Local Environmental Initiatives ICLEI-
<http://icleiusa.org/climate-sustainability-funding-opportunities/>

Urban Sustainability Directors Network- <https://www.usdn.org/public/page/5/About>

Philanthropy News Digest- <http://philanthropynewsdigest.org/rfps>

Getting to Know Your Neighbor



- Find a partner
- Take notes to report back to the group
- In turn, go through:
 - Name
 - Work
 - Level of grant experience
 - Sustainability project you are looking to fund
 - Current 3 topics you are working to fund
- Discuss how your project fits into those in your group
- Take 15 minutes as a group

Narrative

Plan for the 12-12-12 Scenario

- It's 12 midnight-
- The reviewer has been reading proposals for 12 hours-
- Your proposal is the reviewer's 12th proposal to read-
- *How can you make your reviewer happy to read your proposal?*

*Perfection is an admirable goal- but sometimes you have to just finish and step away for a while and comeback with fresh eyes

Words

EVERY WORD SHOULD DO USEFUL WORK

Use Shorter Words

Instead of:

- Accordingly
- Facilitate
- Immediately
- Utilize
- Subsequently
- Expeditious

Try:

So

Help

Now

Use

Then

Fast

What are your favorites?

Use Less Complex Words

Instead of:

- Renumeration
- Liase
- Enumerate
- Corpotation
- Transformation

Try:

Pay
Meet
List
Firm
Change

What are your favorites?

Replace Redundant with Simple

Instead of:

- Pre-Planning
- New Innovations
- Mission-Critical
- Data Items
- End Results

Try

Planning

Innovations

Critical

Data

Result

What are your favorites?

Replace Bloated Phrases with One Word

Instead of:

- Until such time as
- Have a need for
- Make a decision to
- Due to the fact that
- In the event of
- Are capable of

Try

Until

Need

Decide

Because

If

Can

What are your favorites?

Avoid Using More Than You Need

Examples:

- Actual fact
- Blatantly obvious
- Critical juncture
- Each and every
- Few in number
- Final result
- First discovered
- Interact with each other
- Mental attitude
- Most unique
- Orbit around
- Past experience
- Repeat again
- Revert back
- Software programs
- Vitally important
- Well respected

When is it ok to use long, complex words?

When they are central to your field-

- Paleomagnetism
- Action potential
- Pneumonoultramicroscopicsilicovolcanococcosis

When they are efficient-

- Go around the globe vs. circumnavigate
- Start your computer vs. boot up
- A tinkling sound vs. tintinnabulation

Avoid Nounification

Verb

- Decide
- Manage
- Conclude
- Discuss
- Examine
- Consider

Noun

- Make a decision
- Provide management
- Come to a conclusion
- Have a discussion about
- Conduct an examination
- Take into consideration

Do Not Include Claims - False or True

Instead of this-

- State-of-the-art
- Best of breed
- Premier
- World-class
- Leading edge
- Cutting edge
- Pioneers

Try this-

PROVE IT

Passive Voice: the Object of the Action is Cast as the Subject, De-Emphasizes the Actor, Highlights the Object

When to use it-

- When you don't want to take responsibility
- When you don't want to assign responsibility
- The actor is unknown, irrelevant, obvious, or unimportant
- The recipient is the main topic

Example-

- Dinner was burned
- The homework wasn't completed
- The honey bees were kept in a humidified chamber.
- Carbohydrates are produced by green plants

Active Voice: the Subject of the Sentence is Doing the Action or Being Acted On

It's passive if "by zombies" can go at the end of the sentence!

Passive

- The homework wasn't completed (by zombies).
- A user survey will be conducted biannually (by zombies).

Active

- You didn't complete our homework!
- We will conduct a user survey biannually.

Deleting Redundancy

1. Avoid repetition of words or phrases in adjacent sentences .
2. Combining two sentences will probably require changing words.
3. Add Linking words.

Example: combining two sentences:

- Tom didn't eat his piece of pie. I got a spoon and ate Tom's piece of pie.
- Tom didn't eat his piece of pie so I got a spoon and ate it.
- Tom didn't eat his pie so I ate it.

Example: leaving out unnecessary information:

- Out of 62 samples, 40 tested positive and 22 were not positive.
- Out of 62 samples, 40 tested positive.

Sentences:

1-14 words/sentence: understood by 90-100% of readers

Drops dramatically after 14 words

44 words: understood by <10%

A provider-based clinic model dictates that outpatient facilities can operate under the auspices of the larger medical entity, which reduces overhead for the outpatient clinic while allowing for a separate facility fee to be billed-this holds strong revenue potential for the medical center; In turn, the outpatient clinic providers would also have hospital privileges and integrated medical record with the main health system.

Readability= 19.3

Simplify

Divide into smaller sentences:

- A provider-based clinic model dictates that outpatient facilities can operate under the auspices of the larger medical entity.
- This reduces overhead for the outpatient clinic while allowing ~~for~~ a separate facility ~~fee to be billed~~.
- It holds strong revenue potential for the medical center.
- In turn, the outpatient clinic providers would also have hospital privileges and integrated medical records with the main health system.

Simplify

Divide into smaller sentences:

- A provider-based clinic model dictates that outpatient facilities can operate under the auspices of the larger medical entity.
- This reduces overhead for the outpatient clinic while allowing ~~for~~ a separate facility ~~fee to be billed~~.
- It holds strong revenue potential for the medical center.
- In turn, the outpatient clinic providers would also have hospital privileges and integrated medical records with the main health system.

Break Up Text

Benefits of a Provider-Based Clinic Model

- In this model, outpatient facilities can operate under the auspices of the larger medical entity.
- This reduces overhead for the outpatient clinic
- It allows for a separate facility fee to be billed – this holds strong revenue potential for the medical center
- In turn, the outpatient clinic providers would also have hospital privileges
- It would also have integrated medical records with the main health system.

Clean Up Text

Benefits of a Provider-Based Clinic Model

- In this model, outpatient facilities operates as part of a larger hospital. This has several benefits:
- Reduces overhead for the outpatient clinic
- Increases revenue for the hospital, which can bill the outpatient clinic a “facility fee”
- Provides hospital privileges to outpatient doctors
- Integrates medical records at the clinic and the hospital.

Readability = 10.5

Flesch & Kinkaid Readability Scores

Readability Score:

- Flesch readability
- Number of words
- Number of words in a sentence

It Assesses:

- % short vs. long words
- % short sentences vs. long sentences

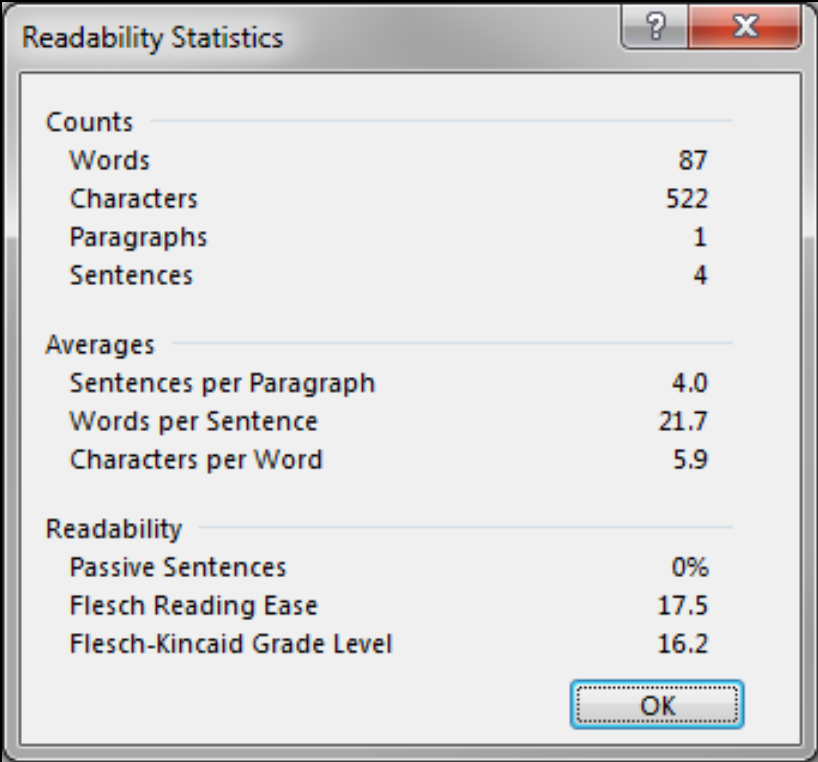
$$\text{Metric: } 0.39 \left(\frac{\text{total words}}{\text{total sentences}} \right) + 11.8 \left(\frac{\text{total syllables}}{\text{total words}} \right) - 15.59$$

How to get Flesch-Kinkaid Readability Scores?

- Microsoft Word:
 - File
 - Options
 - Proofing
 - Show readability statistics-ok
 - Review
 - Run Spellcheck-this will give you readability stats!
- You can run it on a sentence, paragraph, or entire document.

Research and development projects tend to focus on specific technologies and individual components of the value chain. SILS-Nepal integrates research and development for solutions that overcome existing deficiencies along the continuum of production and value chain in a comprehensive, synergistic manner. The scale of impact will depend on our ability to build essential partnerships along the continuum. Increasing access for self-help groups and cooperatives (largely run by women) to markets with higher producer margins will result in higher incomes and enable the required investment in ASF production.

Flesch Reading score up above 60
Flesch-Kincaid Grade Level score
below a 9-th grade level



The screenshot shows a 'Readability Statistics' dialog box with the following data:

| Counts | |
|------------|-----|
| Words | 87 |
| Characters | 522 |
| Paragraphs | 1 |
| Sentences | 4 |

| Averages | |
|-------------------------|------|
| Sentences per Paragraph | 4.0 |
| Words per Sentence | 21.7 |
| Characters per Word | 5.9 |

| Readability | |
|----------------------------|------|
| Passive Sentences | 0% |
| Flesch Reading Ease | 17.5 |
| Flesch-Kincaid Grade Level | 16.2 |

An 'OK' button is located at the bottom right of the dialog box.

Make Your Proposal Easy to Understand and Read

- Break up the text with figures, flow charts, tables, bullet lists, etc.
- Orient reviewers with headings and subheadings
- Help reviewers find important points by judiciously using **bold**, *italics* and underlining (skip underlining)
- No tiny fonts or illegible figure labels.
- Limit jargon, acronyms, overly complex sentences

Project Description

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Aute laborum, ad mollit Duis exercitation Ut proident, labore tempor minim id nostrud labore dolore Excepteur et deserunt eiusmod sint elit, aliquip aliqua, est fugiat est amet, aliqua, dolore sunt nisi ullamco sit Excepteur velit proident, in dolor amet, est culpa ut in eu velit Duis proident, ea occaecat in sint laboris ut Ut dolore nisi fugiat dolore nulla irure ipsum veniam, ad qui dolor sint deserunt qui veniam. NaN velit eiusmod ut aliqua, deserunt quis esse in nisi dolore mollit exercitation Ut Duis non tempor consectetur nostrud cupidatat enim elit, laborum, ea dolor sit nisi eiusmod aliquip nulla do proident, magna non qui non Ut exercitation fugiat sint in nostrud sunt Lorem ad ullamco minim enim exercitation commodo in laborum, id aliquip fugiat velit eu dolor dolor sunt non exercitation ipsum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Aute laborum, ad mollit Duis exercitation Ut proident, labore tempor minim id nostrud labore dolore Excepteur et deserunt eiusmod sint elit, aliquip aliqua, est fugiat est amet, aliqua, dolore sunt nisi ullamco sit Excepteur velit proident, in dolor amet, est culpa ut in eu velit Duis proident, ea occaecat in sint laboris ut Ut dolore nisi fugiat dolore nulla irure ipsum veniam, ad qui dolor sint deserunt qui veniam. NaN velit eiusmod ut aliqua, deserunt quis esse in nisi dolore mollit exercitation Ut Duis non tempor consectetur nostrud cupidatat enim elit, laborum, ea dolor sit nisi eiusmod aliquip nulla do proident, magna non qui non Ut exercitation fugiat sint in nostrud sunt Lorem ad ullamco minim enim exercitation commodo in laborum, id aliquip fugiat velit eu dolor dolor sunt non exercitation ipsum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Aute laborum, ad mollit Duis exercitation Ut proident, labore tempor minim id nostrud labore dolore Excepteur et deserunt eiusmod sint elit, aliquip aliqua, est fugiat est amet, aliqua, dolore sunt nisi ullamco sit Excepteur velit proident, in dolor amet, est culpa ut in eu velit Duis proident, ea occaecat in sint laboris ut Ut dolore nisi fugiat dolore nulla irure ipsum veniam, ad qui dolor sint deserunt qui veniam. NaN velit eiusmod ut aliqua, deserunt quis esse in nisi dolore mollit exercitation Ut Duis non tempor consectetur nostrud cupidatat enim elit, laborum, ea dolor sit nisi eiusmod aliquip nulla do proident, magna non qui non Ut exercitation fugiat sint in nostrud sunt Lorem ad ullamco minim enim exercitation commodo in laborum, id aliquip fugiat velit eu dolor dolor sunt non exercitation ipsum irure.

$$M[\mathbf{q}(t), \dot{\mathbf{q}}(t), t] = 0, \quad \tilde{M}[\mathbf{p}(t), \dot{\mathbf{p}}(t), t] = 0$$

$$v = at + v_0 \quad [1]$$

$$at^2$$

Project Description

INTRODUCTION AND OVERVIEW

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Our overarching objective is to excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Aute laborum, ad mollit Duis exercitation Ut proident, labore tempor minim id nostrud labore dolore Excepteur et deserunt eiusmod sint elit, aliquip aliqua, est fugiat est amet, aliqua, dolore sunt nisi ullamco sit Excepteur velit proident, in dolor amet, est culpa ut in eu velit Duis proident, ea occaecat in sint laboris ut Ut dolore nisi fugiat dolore nulla irure ipsum veniam, ad qui dolor sint deserunt qui veniam. NaN velit eiusmod ut aliqua, deserunt quis esse in nisi dolore mollit exercitation Ut Duis non tempor consectetur nostrud cupidatat enim elit, laborum, ea dolor sit nisi eiusmod aliquip nulla do proident, magna non qui non Ut exercitation fugiat sint in nostrud sunt Lorem ad ullamco minim enim exercitation commodo in laborum, id aliquip fugiat velit eu dolor dolor sunt non exercitation ipsum.

Approach

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Aute laborum, ad mollit Duis exercitation Ut proident, labore tempor minim id nostrud labore dolore Excepteur et deserunt eiusmod sint elit, aliquip aliqua, est fugiat est amet, aliqua, dolore sunt nisi ullamco sit Excepteur velit proident, in dolor amet, est culpa ut in eu velit Duis proident, ea occaecat in sint laboris ut Ut dolore nisi fugiat dolore nulla irure ipsum veniam, ad qui dolor sint deserunt qui veniam. NaN velit eiusmod ut aliqua, deserunt quis esse in nisi dolore mollit exercitation Ut Duis non tempor consectetur nostrud cupidatat enim elit, laborum, ea dolor sit nisi eiusmod aliquip nulla do proident, magna non qui non Ut exercitation fugiat sint in nostrud sunt Lorem ad ullamco minim enim exercitation commodo in laborum, id aliquip fugiat velit eu dolor dolor sunt non exercitation ipsum.

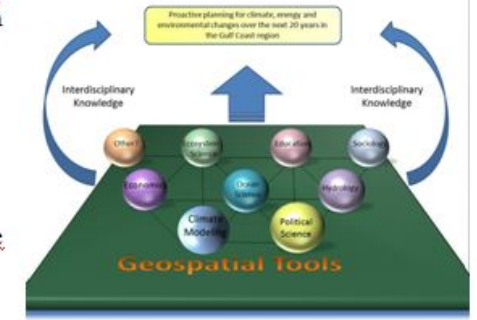


Figure 1. This figure explains our approach

Innovation

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Aute laborum, ad mollit Duis exercitation
- Ut proident, labore tempor minim id nostrud labore dolore Excepteur et deserunt eiusmod sint elit, aliquip aliqua, est fugiat est amet, aliqua, dolore sunt nisi ullamco sit Excepteur velit proident, in dolor amet, est culpa ut in eu velit
- Duis proident, ea occaecat in sint laboris ut Ut dolore nisi fugiat dolore nulla irure ipsum veniam, ad qui dolor sint deserunt qui veniam. NaN velit eiusmod ut aliqua, deserunt quis esse in nisi dolore mollit exercitation Ut Duis non tempor consectetur nostrud cupidatat enim elit, laborum.

Proposal Elements

- Project Summary
- Project Description
- References Cited
- Collaborators & Affiliations
- Biosketch
- Current & Pending
- Budget, Budget Justification
- Ancillary Documents

Collaboration Can Help

- Focus & edit
- Flesh out ideas, edit
- Double check
- Assist with formatting
- Assist with formatting
- Assist with formatting
- Add perspective
- Second set of eyes



THE OVERVIEW

THE FIRST TWO PAGES

At the End of the First Two Pages...

...the reviewer should,

- be intrigued and excited
- have a basic understanding of your project and why it's important
- be convinced that this research is a great idea
- just be looking for details to confirm that you can do what you say you'll do.



You Never get a Second Chance to Make a First Impression

- Do – make the first sentence specific to your proposal
- Do - identify the kernel of your great idea within the first few sentences
- Example: “A critical problem in making biofuels practical is making step x in the synthesis process more efficient. Our proposed project will address this problem by using the following innovative approach...”

5 Key Persuasive Elements:

- Project/Research
 - Vision
 - Goals
 - Objectives
 - Rationale
 - Specific Outcomes

*Using the above elements provide clarity through using a logical tiered framework that allows reviewers to differentiate your proposal from others.

The Need / Motivation

Goals or Gaps in Knowledge

How will the world be different after your project is successfully completed?

- What will we know or be able to do that we don't know or can't do now?
- What gaps in knowledge will you fill?
- Why do you need funding to do this work?
- What are the scientific barriers to doing this work?
- If you are unsuccessful, what will we have learned?

Examples of Goals

Good Goals

- ...substantially improve biometric cybersecurity by **devising novel methods for liveness detection** and resisting coercion attacks while improving accuracy
- ...understand the **mechanisms of microbial toxicity of graphene-based nanoparticles and their effects on the functionality of microbial communities** involved in various biogeochemical cycles, such as N, P, S and C cycles

Bad Goals

- ...to explore the phenomenon of x
- ...to become a leader in the field of x
- ...to develop a new widget (e.g. sensor, material, engine) unless it's clear what new knowledge will result

Models

~A model is a tool not a goal~

What will the model allow you to do?

What questions will the model allow you to answer?

How will you validate the model?

New Knowledge

Example Research Questions

Good

Are the toxic effects of graphene-based nanomaterials affected by different water chemistries, such as pH, suspended particles, different salt concentrations, and organic matter?

Bad

- How can I develop a new widget?
- If I test 10 different designs of widgets, which one will work the best?

Approach / Objectives

- The main things you plan to accomplish to achieve project goals
- Clearly tied to research questions / hypotheses
- Also tied to project outputs
- NOT a task list

Example 1: To relate nanoparticle microstructure to electrical, mechanical and thermal behavior of nanocomposites.

Example 2: To develop robust algorithms for matching ocular biometric templates.

Significance or Why Should We Care?

- The bar is always high to receive funding
- Define significance in relation to the new knowledge or capabilities generated.

Example: Ultimately, the concepts studied here will provide a powerful way to precisely tailor the processing, thermal, electrical and mechanical behaviors of nanoparticle-filled systems.

Example: This research will answer important questions about the impact of nanomaterials on the environment that must be addressed before these nanomaterials can be widely used in industry and be available to the general public.

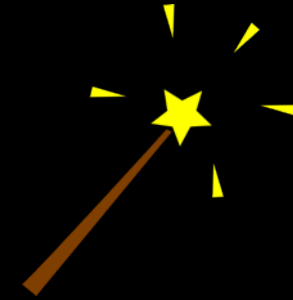
Project Plan – Don't Forget to Include

- Step-by-step how you will accomplish your goals
- Enough detail to convince your reviewers that you will succeed
- Where you will get the resources you need
- The roles your collaborators will play
 - Name them and briefly describe their qualifications
 - Refer reviewers to letters of collaboration

How to Wave the Magic Wand

Steps in order:

1. Shorten words
2. Shorten sentences
3. Improve readability by playing with words, sentences and paragraphs in Flesch-Kincaid or other tool.



Take Home Message

Style, Word Choice, Tense

Active > passive - We will train...

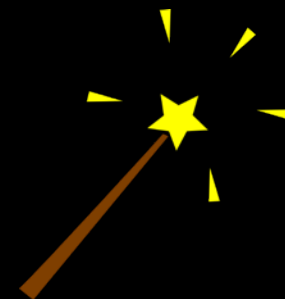
Specific > general – 20 fifth-grade students

Fewer and simpler words > lengthy and complex

– Be careful about jargon and excessive use of terminology

Future tense > conditional – We will...

Tone: collaborative, confident, authoritative



Proposal Reviews

- When a reviewer reads your proposal they should be able to:
 - Answer what you have proposed to do
 - Know why your project is important/significant
 - Believe you are able to complete what you said you could
 - Understand how you will complete it
 - Identify how your work will contribute and advance the interest of the agency or field.

Acting on Proposal Review Comments

- The reviewers felt the scope of the project was inappropriate (either too ambitious for the funding and time available, or not ambitious enough).

What would you do?

Suggestions-

Revise Scope, include a detailed timeline, discuss how your expertise allows you to complete the ambitious task.

Acting on Proposal Review Comments

- The reviewers felt your project was not exciting or significant enough.

What would you do?

Suggestions-

Honestly assess your project. Are they correct? Can you revise and resubmit at the next call? Would adding collaborators strengthen the project? How can you add innovation?

Acting on Proposal Review Comments

- Most of the reviewers liked your proposal, but one reviewer panned it.

What would you do?

Suggestions-

This situation highlights the importance of a Program Officer. They will be able to give you insight into this situation. Was the negative reviewer an expert in the field? Could you simply revise and resubmit? Or was this reviewer's comments not given weight by the panel?

Managing the Submission

- Establish Distinct Team Roles
- Communication Plan
- Strategies for Addressing Conflict
- DEADLINES
- Debriefing

You have a template example for NSF in you package.

References

Quick, James Aaron and Cheryl Carter New (2004). How to Write a Grant Proposal. Polaris. John Wiley and Sons Inc., NY.

W. K. Kellogg Foundation Evaluation Handbook.

Science Docs Inc., On Writing a Scientific Manuscript, part 2:
<https://www.sciencedocs.com/writing-a-scientific-manuscript/>

Questions?



sustainability.asu.edu