

Division of Research

Welcome!

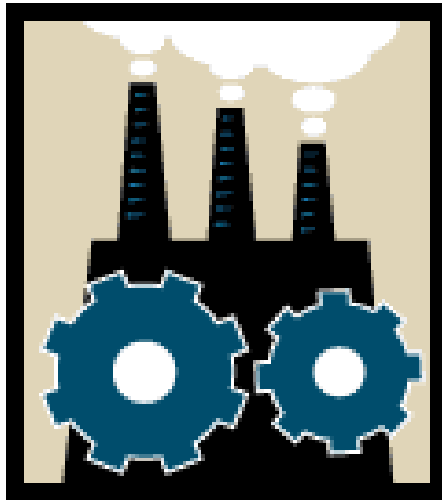
Proposal Writing for Corporate and Foundation Grants

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Defining the Private and Non-profit Sectors



Types of Funders

- Corporations
- Industry Associations
- Foundations
- Research Institutes
- Professional Associations & Societies
- “Other” Grant making Organizations

Know Your Audience

- They are NOT the NSF, NIH, NEA, DoD or traditional government funding agencies
- Remember: you are asking them for money, they did not ask you for a proposal
- Reviewers generally will be
 - Both applied technical/creative and business people at corporations
 - Program officers at foundations, but not always
 - Reasonably educated “lay” people in most cases, so avoid the jargon, but don’t talk down to them

Corporate Proposals Differ from Proposals to Government Agencies

Government agencies

- Program areas well defined
- Committed to making an award
- Competitive
- Peer review
- Result: grant or contract

Corporations

- Enlightened self-interest
- Not committed to "giving away" \$
- Non-competitive
- Bottom line
- Result: grant or contract

Foundation Proposals Differ from Proposals to Government Agencies

Government agencies

- Program areas well defined
- Committed to making an award
- Competitive
- Peer review
- Result: grant or contract

- Foundations
- Program areas broadly defined
- IRS rules determine \$ available
- “Non-competitive”
- No peer review
- Result: grant

Value of Private and Independent Sector Sponsors

- Fund the cost of transforming research into products/services
- Less red tape than government sponsor
- They may be indispensable collaborators
 - Unique facilities and expertise
 - Evaluation and feedback of results
- Source of new and recurrent wealth
 - Non-profits can hunt \$ with you

Things to be Aware of When Dealing with the Private Sector

- IP may be an important negotiating point in a grant or contract
 - Often not an issue with foundations
 - Increasingly an issue with corporations & some nonprofits
- Publication restrictions
- Export controls
- Product vs. research
- *“Working with the Private Sector”*

April 5 workshop

FAU Support



Facts for forms:

www.fau.edu/research/osr/formfacts.php



Compliance issues:

www.fau.edu/research/rcs/index.php



Forms - approvals, budgets, etc.:

www.fau.edu/research/osr/resources.php



IP issues: www.fau.edu/research/ott



Real live person - me: 297-4064



When draft budget is ready, involve Sponsored Research early in the process

Proposal Writing



Basics

- In some respects, no different than government agency proposals
 - Follow directions (if provided)
 - Clear and concise writing
 - Submit it on time
- Differences
 - Shorter
 - Must make your case, since proposals are often unsolicited
 - Often, no form and little guidance

Teamwork

- The proposal process may involve a team, but one person needs to be in charge
- Divide and clearly define responsibilities early
- P.I.(s) needs to write the meaty stuff
- One person responsible for editing and assembly

Before You Write: Getting Organized








- Brainstorm the proposal with your team before you write
- Develop a proposal writing timeline
- Develop a checklist
www.proposalwriter.com/checklist.html
- 💣 Remember “Murphy’s Law”

Some Things to be Aware Of








- Research oversight and compliance:
 - Human subjects, animal subjects, haz mat, radioactive materials, DNA ...
- Better to address compliance issues before sending out written proposal
- May show up again when negotiating final contract
- Use “proposal approval form”

Some Do's and Don'ts

Do

-  Read guidelines
-  Ask questions
-  Write clearly
-  Use their terminology
-  Allow plenty of time
-  Keep it short < 10 pp
-  Get to the point in the beginning of the proposal

Don't

-  Skip guidelines
-  Make assumptions
-  Be vague
-  Use jargon
-  Wait until last minute
-  Send 30+ pages
-  Wait until page 7 to explain why this is really important

Types of Proposals

- Verbal proposals and oral presentations
- Short proposals
 - Letters of inquiry (LOI)
 - Letter proposals
 - Pre-proposals
- Full proposals
- On-line proposals
- Remember, the proposal becomes part of the contractual terms!

Verbal Proposals & Oral Presentations

- Not uncommon in corporate funding
- Often a PowerPoint presentation or meeting
- Opportunity for Q&A with potential sponsor
- Concept paper as part of presentation or follow-up
- Formal proposal submitted if potential sponsor interested
- Invitation for formal proposal does not guarantee funding

Short Proposals

- Letters of Inquiry
 - Do you fund this type of research or project?
- Letter Proposals
 - All the elements boiled down to 2-3 pages
 - Sometimes followed by full proposal
- Pre-proposals
 - Part of 2 or 3 step structured process
 - Pre-proposal may only be one page
 - Easier for sponsor and grant seeker
 - Full proposal is last step

Full Proposal: Basic Elements Outlined

- ✓ Cover letter
- ✓ Title page
- ✓ Executive Summary
- ✓ Introduction
- ✓ Organizational Information
- ✓ Background
- ✓ Methods
- ✓ Personnel and other resources
- ✓ Evaluation
- ✓ Budget
- ✓ Attachments

Cover Letter

- Introduce organization and proposal
- Reference previous contacts
- Make a strategic link between the proposal and the funder's mission and grant making interests
- Sometimes better to have Prez's or Dean's signature than P.I.'s

Title Page or Cover Sheet

- Optional on very short proposals
- Funder may have preferred or required format
- Appropriate signatures

Executive Summary

- In one or two paragraphs describe the project: target group, problem/need, solution, how it will be used, projected outcomes/benefits, and amount (or item) requested
- If applicable – funds already committed
- Provide contact info
- Similar to abstract for journal article
- One page or less
- Optional, if information already included in funder's cover sheet

Introduction

- Statement of problem
- Target group
- Purpose of research or creative activity
- Significance of research or creative activity
- Very briefly describe benefits to
 - Discipline and/or society
 - Funder
 - FAU's academic mission

Organizational Information

- Brief FAU and/or program history
- Program's mission and goals
- Brief description of organization's past or current programs or activities, related to proposed research or creative activity
- Answer the question: Why FAU?

Background

- Full literature review generally not needed for most funders
 - Many reviewers will not have in-depth understanding of problem
 - Takes up valuable space
- Keep references to minimum (think freshman term paper)

Methods

- Generally NOT a research design
- Describe methods or manner of approach, or how the equipment will be used
- Milestones/major activities
- Timeline
- Research design if appropriate

Personnel & Other Resources

- Personnel – short bios tailored for specific grant highlighting previous relevant work
- Short resume or c.v. as attachment
- Description of other relevant institutional resources
 - Facilities
 - Equipment
 - Other

Evaluation

- Describe the criteria for program success: immediate & long-term effects of organization's activities
- State effects in terms of the Funder's grant making interests
- How will the organization measure the changes?
- Who will be involved in the evaluation?
- What will the organization do with the evaluation and/or results?
- May or may not be part of research design

Budget: Funding Request

- Restate the funding request
- Provide a short budget narrative
- Provide itemization (details as appropriate)
- Include long-term funding strategies, if appropriate
 - Sustainability
 - + Other funds committed – this is a “plus”
- If required, provide organization’s annual budget as attachment
- As soon as you have a draft budget contact
Sponsored Research

Budget Sheet

| FAU Online Course Development Project | | | |
|---------------------------------------|---|-----------------|--------------|
| Item | Requested | FAU share | Foundation X |
| PI (1 month summer) | | \$11,637 | |
| Computer, software | | \$950 | \$2,000 |
| Travel * | \$1,294 | | |
| Marketing ** | \$674 | | |
| Student asst. | \$500 | | |
| Subtotals | \$3,168 | \$12,587 | \$2,000 |
| Notes: | Foundation X award contingent on external match | | |
| PROJECT TOTAL | | \$17,755 | |

Budget Justification







| | |
|---|------------------|
| * Travel cost breakout: 2006 Conference, Atlanta , GA | |
| Conference registration | \$ 365.00 |
| Airfare: RT West Palm – Atlanta (Delta) | \$ 315.00 |
| Hotel: 4 nights @ \$120/night | \$ 480.00 |
| Per diem: 4days @ \$21/day; 1 day @\$50 | <u>\$ 134.00</u> |
| Total estimate | \$1,294.00 |

| | |
|--|------------------|
| ** National marketing costs: | |
| Hosted on Florida Atlantic University web pages | NC |
| Mailing to approx 50 state agencies, 75 Florida school principals & 75 district consultants | \$ 74.00 |
| Advertisement in <i>Research Quarterly</i> (1/4 page X 4) | <u>\$ 600.00</u> |
| Total estimate | \$ 674.00 |

Attachments

- If requested
- As needed
- If it really helps your case
- Use URLs in electronic proposals
 - www.mydept.fau.edu
 - www.mydept.fau.edu/vita.html
- Sometimes an electronic version of proposal is required in addition to hard copy









Online Proposals

-  Print the application window/frame(s)
-  Write the proposal in Word
 -  Easier to edit
 -  Easier to pass among team members
-  Use **hot links** since you can't send attachments
-  Cut, paste, final review, hit **<SUBMIT>**


Online Proposals Often Very Short

The Sun Microsystems Learning Laboratory will be a 30-seat multi-use facility for student instruction (www.fsus.fsu.edu/EducationCurriculum/guarantee/technology.html), applied research in educational technology, and community accessible training. FSUS (www.fsus.fsu.edu) supports the university's mission through research, development and delivery of on-site and distance instruction for K-12 and postsecondary students and teachers (www.fsus.fsu.edu/abouttheschool/researchdevelopmentguidelines2000-01.doc). Our design, development, evaluation and dissemination of curriculum, instruction and assessment are key school components. FSUS develops, applies and disseminates topical educational research fostering leadership and collaboration in K-12 reform (www.fsus.fsu.edu/idealab). It is the only one of 140 university laboratory schools nationwide that operates as a charter school. Supplementing this nationwide network is a regional partnership with several universities in the Southeast. Florida is also one of 4 "bellweather" states (also TX, NY, CA), thus our K-12 research findings receive a national audience. Additionally, from 4-10 P.M. on Mondays through Thursdays we will make the lab available via FSU's Center for Professional Development (www.cpd.fsu.edu/computers/index.html) and Tallahassee Community College (www.tallahassee.cc.fl.us). Other hours, including weekends, will be available for state worker training. This project facet emphasizes the school's role in adult education (www.fsus.fsu.edu/search.asp?target=adult+education) and workforce development (www.fsus.fsu.edu/search.asp?target=workforce+development), providing a replicable model that the Sun-FSU partnership can demonstrate to K-12 schools in other communities.

When You are Done Writing

-  Put it aside
-  Have someone else read it
 -  Swallow your pride
 -  Give them a **red** pen
 -  Let them ask “dumb” questions
-  Call program officer with questions
-  Revise, format, spellcheck
-  Mail it on time!

Proposal Writing Resources

 Proposal writing resources on the web
www.fau.edu/research/corporate/proposal-writing.php

 Foundation Center short course

 NonProfit Guides short course

 DO's and DON'Ts

• Contact me: Kurt Moore

 561-297-4064

 kmoore34@fau.edu

Show Me the money!:

Finding \$\$



Identifying Funding Sources

- Previous funders
- Sponsors that have funded your colleagues
- Industry contacts
- Professional associations
- Database searches
- Web searches

A Few Considerations

- Get to know a potential funder's interests
- Have a discussion with potential funding agency if possible
 - Eligible activity under Internal Awards
 - <http://wise.fau.edu/research/osr/internal.php>
- Is your proposed project a good match?
- Proposals should be specific to each potential funding agency – don't "shotgun" proposals

Finding a Sponsor: Basic Research & Creativity

- You or we may have previous contacts in industry
- Identify alumni in technical positions at companies
- Subscription to Foundation Center database
 - We perform searches
 - 70,000+ private and corporate foundations

Finding a Sponsor: Online through FAU

 Sponsored Research

www.fau.edu/research/osr/index.php

 Community of Science

www.fau.edu/research/osr/fau_cos.php

 Coming soon






<http://wise.fau.edu/research/corporate/funding-sources.php>

Finding a Sponsor: More Online

-  www.Grants.gov
-  Foundation Center
<http://fdncenter.org/funders>
-  Searchable private funding resources
www.fau.edu/research/osr/funding.php
-  Additional funding resources
Attend the ***“Finding Funding”*** April 19
workshop

Finding a Sponsor: Low-tech Approach

-  Library reference section
-  Foundation Center materials
-  Other funding directories

If Funding is not Offered

- Try, try again
- Try to get a debriefing if possible
- Re-evaluate your proposal/project
www.montana.edu/wwwvr/reasons.html
- Re-apply if possible
- Seek multiple sources of funds simultaneously
- Fact of Life: Good proposals often do not get funded

When Funding is Offered

- Know who is negotiating your Agreement
 - Contracts & Grants
 - Tech Transfer (License-based awards & grants)
- We won't negotiate against you
 - But you can't give away the store
- Stay involved and keep Research involved
 - Sponsored research for budget assistance before submitting proposal
 - Surprises can be fatal
 - Keep your options open
 - Ask for exceptions when they are justified

Questions or Assistance: Today, Tomorrow, Whenever

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Good Luck!



