



Writing targeted grant proposals

Developing a strategic approach when applying for funding

ThinkWrite™ workshops

The ThinkWrite suite of workshops enables participants to communicate with greater clarity, gain confidence and make good use of time.

Clarity

A key theme in the workshop is the need to be sure about what it is that you are trying to convey. The underlying issue is 'what's your message?'. Communication fails when the message is unclear.

Confidence

To communicate well you need to know who you are (student, colleague, supervisor etc) and whom you are addressing (editor, peer, examiner). Both of these components will vary from task to task. Each time you engage in an act of communication it is important to decide on the identity and role of the players involved. Once you can do this you will feel much more confident about the task.

Good use of time

Each ThinkWrite workshop outlines a process that breaks different types of communication into multiple, carefully defined steps. This will allow you to make effective use of limited time, so you can not only deliver, but deliver to a set of deadlines.

About ThinkWrite

ThinkWrite was established by Pete Moore PhD. The workshops draw from his experience in academic writing, book authorship, science journalism, academic PR and public speaking, as well as his occasional work with radio and TV.

Since 2010, ThinkWrite has broadened its expertise by the arrival of various team members and Associate Trainers. Together the team brings direct experience of working in key UK universities in the Sciences, Social Sciences and Arts and Humanities.

We gain new contacts mainly from recommendations and word of mouth referrals and since 2010 we have worked in seven countries in northern Europe and Scandinavia, meeting over 2000 participants a year.

Step 1. Identify their interest

Who? Variety of funding agencies

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www.grantfinder.co.uk

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www.grantnet.com

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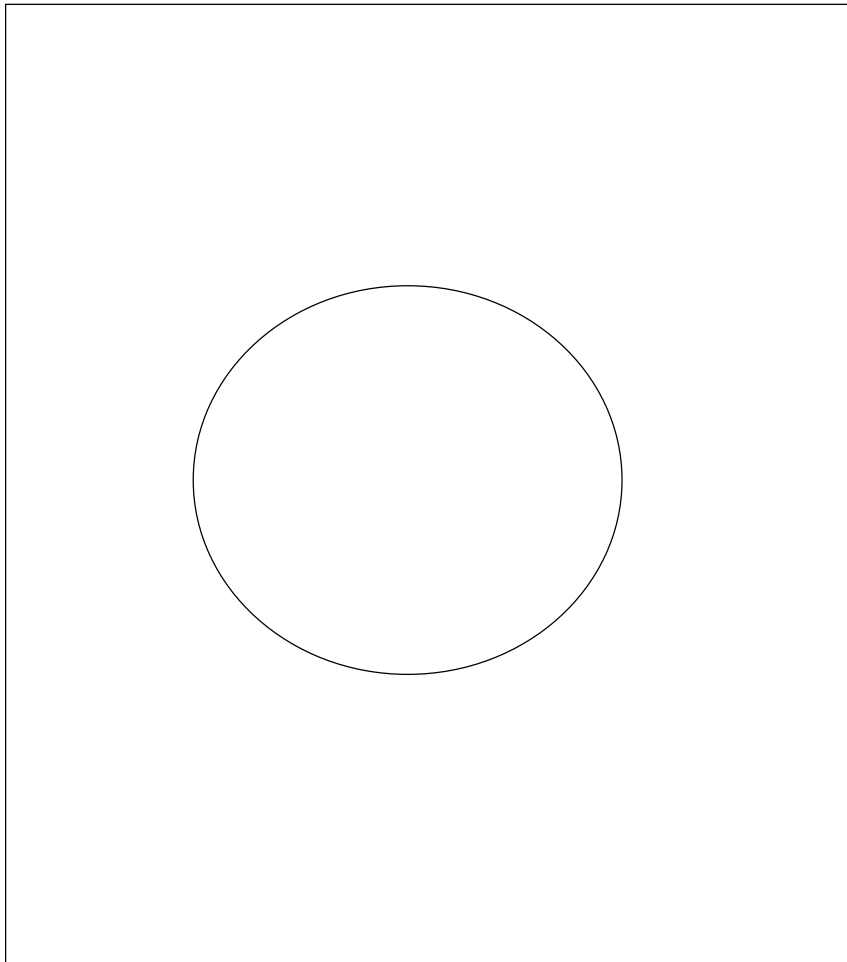
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www.researchprofessional.com + www.researchresearch.com

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Why? Motives for providing funds



What? Range of grants

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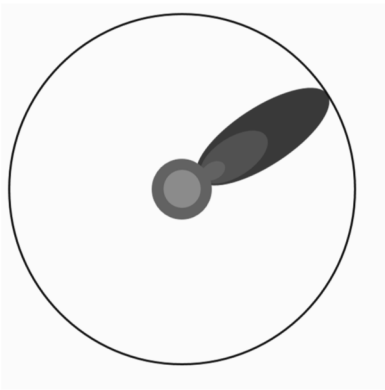
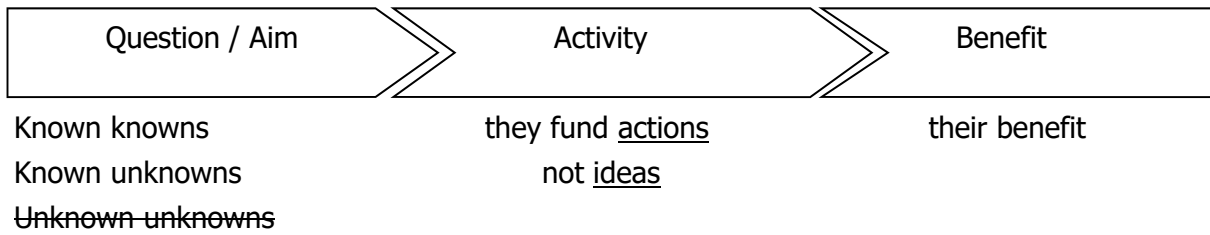
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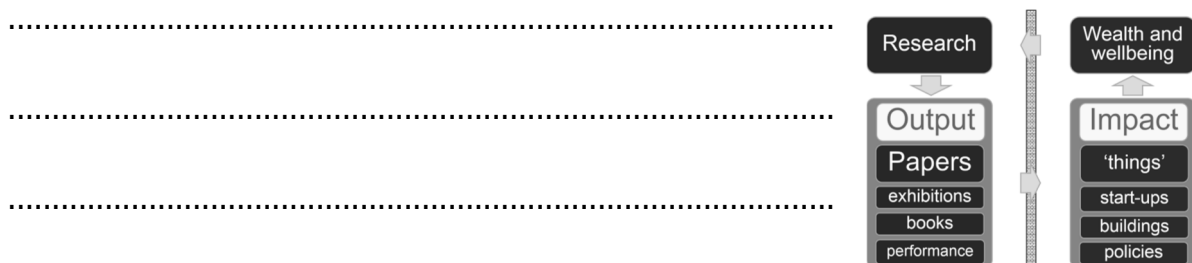
<div>Grant awarding body</div> <div>Principal contact</div> <div>E-mail</div> <div>Tel</div> <div>Guidelines URL</div> <div>Panel members</div>	Key words in their docs					<div>Type of grant</div> <div>New/existing/ expanding</div>	Deadlines	£ range	Duration options	Matched funding?	Eligibility criteria	Exclusions?	Evaluation?	Dissemination?	

Step 2. Define your interest

Research question / Aim



Benefit: output or impact?



Step 3. Build SMART objectives

Write down your research question / Aim

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S.M.A.R.T. Objectives

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S pecific

M easurable

A chievable

R esourced

T ime-bound

Funding Organisation (name)	Their key words—themes - - -
Research Question / Aim	
Activity (what you are going to do)	
Benefit (to Knowledge)	Benefit (to funder)
Budget	

Step 4. Budget for success

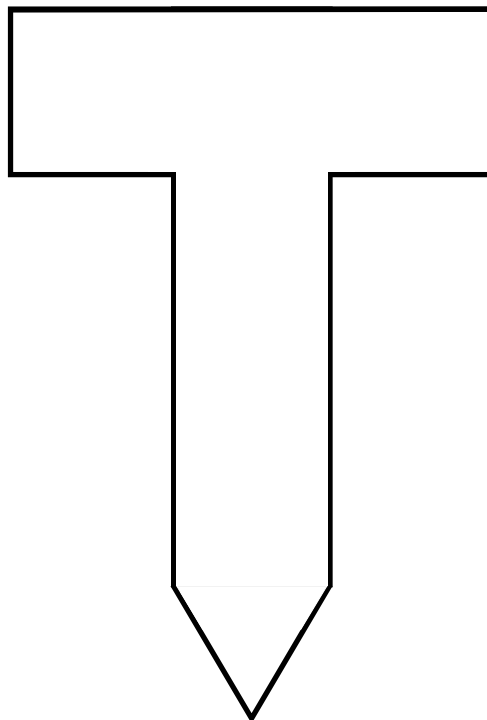
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Step 7. State your Unique Selling Point (USP)

Elements to consider

- Staff / Team (status, skills and success)
- Institution / Facilities
- Matched or in-kind funding
- Bibliographic track record
- Dissemination
- Letters of support

'T' shaped innovators



Step 10. Obtain complete sign-off

Remember...

There are a number of people in your institution who will need to be involved in your application (head of department, accounts...) and some of these will need to sign to say that they approve of the project and are willing to give it a home. They tend to be busy people, so find out in advance how much notice they would like and then give them warning about when you plan to show them your proposal. Make sure that you give them all the time they ask for so that they get it back to you well before the grant deadline.

Make sure that they know you are taking them seriously—you need them to take you seriously as well.

Role	Name	email	Tel	Time needed

On the panel

		Mark 0-5	
Meet [grant body's] aims	Is it clear that the project meets the objectives set out in the call for proposals? Is it answering a clear need, that the award-giving body is concerned about?		
Cost effective	Do you think that the money will be well spent?		
Timely	Is it clear that the work needs to be done now? Is it too late? Or would it be better waiting a year or two?		
Deliverable	Do the techniques look strong, the team look capable, the protocol possible and the timescales reasonable... etc?		x2
		Subtotal	
		X 4	
		÷ 10	