



# Grant Writing

## Is It a Different Writing Genre?

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## Training aims

- › Frame of mind
- › Effective Grant Writing
  - Specific grant writing considerations for different sections of the grant application:
    - › Title, Abstract, Aims, Work Plan and Activities, Timeline, Biographical Sketches, Facilities and Resources
- › Grant Writing Tips
  - Writing tips
  - Academic writing vs. Grant writing



## Some Terms and Acronyms:

- › ORG: Office of Research and Grants
- › FOA: Funding Opportunity Announcement
- › RFP/RFA: Request for Proposals/Applications
- › PA: Program Announcement
- › Plan ahead
- › Ask for help
- › Network
- › Read carefully
- › Proofread
- › Review pre-submission
- › Sign-up to be a reviewer

# Frame of mind

## › Excitement

- If you are not enthusiastic about your project, the reviewer will not be excited about it either?

## › Opportunity

- Chance to develop long-terms plans
- Opportunity for an in-depth analysis of the literature
- Free expert evaluation for your project direction
- Potential financial support for your project





# Effective Grant Writing

Grant Sections Specifics



# Writing Effective Grants

## > Study

- Study your sponsor, know your audience
- Read the FOA carefully
- Seek, gather and evaluate grants-related information
- Know the trend (for example, interdisciplinarity is increasingly relevant)

## > Strategize

- Identify best location for different types of information
- Plan to leverage resources for broadest impact
- Identify grant reviewers and seek their feedback
- Network with peers and inquire about their experience

## > Practice and review

- Sign up to become a reviewer
- Practice, practice, practice




# Grant Specifics: Abstract

- › 3Cs: clear, concise, complete
- › 3Ws: what, why, how
- › Should be intriguing (invite to read more)
- › Storytelling approach (with supporting statistics)
- › Sustain a "rhythm"
- › Suggested length: 250 words





# Grant Specifics: Aims

- › **Introduction:**
  - briefing on the problem
  - statement for long-term goals
- › **Describe aims with info on the approaches**
- › **Organize:**
  - according to questions rather than methods
  - start with most ready aim and end with aim that needs most preparation or testing
- › **Include:**
  - not too few, not too many aims
  - one aim that is risky but highly rewarding
  - Aims that are not inter-dependent
  - Aims that can support each other
- › Make it **specific and measurable** 

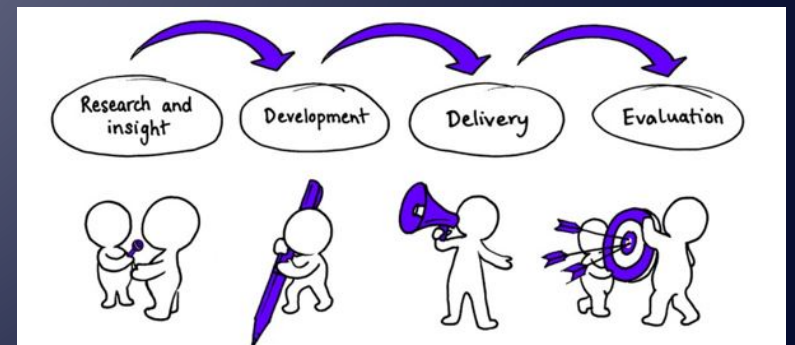
It is anticipated that completion of the new curriculum will result in enhanced student scores.

*vs*

At least 80% of course graduates will pass the National Registry Examination.

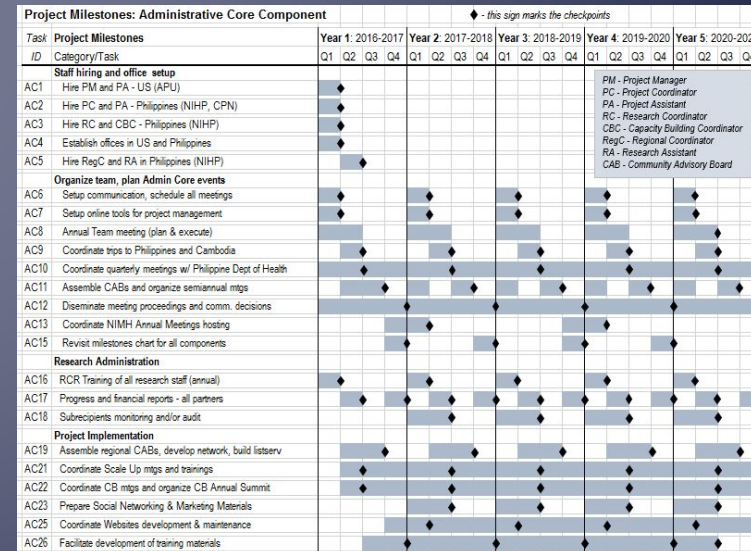
# Grant Specifics: Work Plan/Activities

- › Describe in sufficient **details** (instills confidence)
- › Explain **purpose** before describing methods
- › **Moderate redundancy** is acceptable
- › Discuss **limitations** and **difficulties**
- › Connect with the **expected results**
- › Outline the **evaluation plan**
- › Outline the **dissemination plan**



# Grant Specifics: Timeline

- › Timeframe should be reasonable
- › Outline:
  - important dates: start date, end date, milestones
  - sequence of activities
  - dependent activities
- › Use Gantt charts if allowed



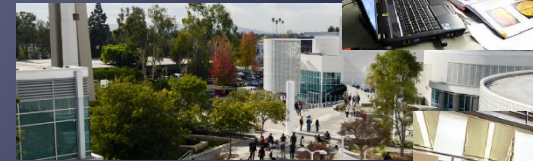
# Grant Specifics: Biographical Sketches

- › Showcase **strong track record**
- › Insert a **personal statement**
- › Stay **relevant** (resist the urge to include everything)
- › Include **photos** if allowed
- › Use the **sponsor's format** if provided



# Grant Specifics: Facilities and Resources

- › What to **include** here:
  - Office space, labs, special equipment, media and technology, libraries, special service units (i.e. ORG)
  - The team is a resource: this can be another place to highlight the strength of your team
- › Describe **only relevant** information
- › Be **consistent**:
  - consistent with public sources (web)
  - consistent throughout the application
- › Discuss **limitations** and **difficulties**



# Graphics

- › Illustrate and bring clarity
- › High quality images
- › Support the narrative
- › Make it easy to follow
- › Important to label and make reference in the narrative

*See sample*

Figures, Images

Data charts, Gantt charts

Tables, Visual aids

# Grant Writing Tips

Take home



# Writing Easily Understood Grants (I)

## > Writing tips

- Write in short, hard hitting sentences
- Eliminate unnecessary words
- Take advantage of thesauruses
- Use action verbs (this will convey enthusiasm)
- Eliminate multiple drafts
- Use words from the FOA (make sure you have a good understanding of the terms)
- Incorporate references and data

## > Academic Writing vs. Grant Writing

- Contrasting perspectives





# Writing Easily Understood Grants (Academic Writing vs. Grant Writing)

## ACADEMIC WRITING

- › Researcher-centered
- › Past oriented
- › Expository
- › Impersonal
- › Individualistic
- › Few length constraints
- › Specialized terminology

**WORLD OF IDEAS**  
(thesis, theory, theme)

## GRANT WRITING

- › Sponsored-centered
- › Future oriented
- › Persuasive
- › Personal
- › Team-oriented
- › Strict length constraints
- › Accessible language

**WORLD OF ACTION**  
(project, activities, outcomes)



# Writing Easily Understood Grants (II)

## > Avoid

- Long sentences
- Long paragraphs
- Using the same word repeatedly in close proximity
- Jargon, ambiguous or unusual words (if you have to, define them)

## > Pay careful attention to

- Sponsor's rules
- Spelling, punctuation, grammar, fonts, errors
- Graphics' placement on the page, clarity of data

## > Re-read and Edit

- Proofread and find a perfectionist to edit



## Next steps?

- › Contact ORG Pre-award team:
  - Marta Cenac: [mcenac@apu.edu](mailto:mcenac@apu.edu), x3343
  - Suzanne Avila: [savila@apu.edu](mailto:savila@apu.edu), x3344
- › <http://www.apu.edu/researchandgrants>
- › <https://sites.google.com/a/apu.edu/org/>

