



Writing targeted grant proposals

Winning a grant is not easy, and grant writing always carries a distinct element of risk. It is, however, an essential part of academic life. Carefully targeting the right funding body, and selling your idea can improve your chances. Writing the grant with an efficient process can also minimise the time taken and leave you free to get on with your work, or writing another grant.

The process is complicated by the need to demonstrate the feasibility of your project, not just in terms of academic milestones you hope to achieve, but in the justification of the sums of money requested, the timescales you propose to deliver them in. On top of this, you need to be aware of financial issues associated with employing people and the top-slicing frequently associated with working in an academic body.

This six-hour course enables participants to:

- assess what a targeted grant awarding body is trying to achieve,
- work out the key players in the decision-making process associated with an individual grant,
- see how their proposed project can enable the awarding body to meet its goals,
- critically analyse the questions in the grant request forms that they have brought with them to the course, so that they give members of the reviewing panel the information they need to come to a positive decision,
- introduce some aspects of project management and time management into their grant writing strategy,
- build public engagement and communication elements in to your proposal,
- have guidelines for developing a feasibility study that can help assess whether their goal is genuinely deliverable within their proposed constraints - time, money, personnel, etc. and
- have a clearer idea of the sorts of sums of money that they will need to ask for.

You should come on this course if you:

- are about to write your first grant proposal,
- find grant-writing an unfocussed and/or time-consuming task
- would like to have a more strategic approach to grant winning and funding your research

To book a course
or ask questions
contact Veronica Brown

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University of Liverpool

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www.thinkwrite.biz



Writing targeted grant proposals

Session 1

Introduction..... and needs analysis

Step one..... identify their passion

BREAK

Session 2

Step two..... define your aims

Step three build SMART timelines

Step fourcreate appropriate structure

LUNCH

Session 3

Step five..... budget for success

Step six.....collect essential content

Step sevenadd enticing extras

BREAK

Session 4

Step eight.....use persuasive language

Step nine.....complete with care

Step ten obtain complete sign-off



ThinkWrite™ courses

Like many people in academia, Pete Moore PhD received little direct training in how to publish or present his research. As a physiologist at the University of Reading and then at University College London, he worked in a vibrant research group that had a reasonable publication record, but each paper, thesis, conference abstract, etc was a struggle.

Then Pete stepped away from performing academic research himself, and started writing about other people's work as a science-writer, journalist and author. This introduced him to writers and journalists who create documents and programmes every day. There he discovered there were tried and tested processes that could help you communicate well and at pace. As a result Pete has written more than a dozen books, hundreds of media stories and press releases, as well as successfully picking up grants and winning national competitions.

Pete has now combined his experience in academia with that in publishing to create a suite of courses that help participants think clearly and write efficiently in a wide variety of markets. The current line up of courses includes:

- Conference abstracts and posters
- Quality papers
- Planning and writing my Thesis
- Peer Review with purpose
- Writing targeted grant proposals
- Speaking with confidence
- Reflective writing
- Writing books: Message, structure , market
- Science writing for popular publication

These courses are delivered in the UK and northern, and none of the trainers involved in ThinkWrite live by just taking courses. Instead, they all work as communicators with current relevant expertise in each area of communication. This means they come to each course fresh from the cutting edge and can add personal experience to the session.





Why am I here?

1. How many grants have you been involved in writing?.....

How many have had you as the Principal Investigator?

2. What problems do you hope to solve on today's course?

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3. What do you want to have achieved by the end of today? Be as specific as possible.

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By the end of today's course
participants will be able to:

Step one	identify their passion
Step two	define your aims
Step three	build SMART timelines
Step four	create appropriate structure
Step five	budget for success
Step six	collect essential content
Step seven	add enticing extras
Step eight	use persuasive language
Step nine	complete with care
Step ten	obtain complete sign-off

Step 1: identify their passion

Motives for providing funds?

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Variety of funding agencies

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Range of grants

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How can you find out what has been funded before?

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Spotting funding trends

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Step 1: identify their passion

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

Step two: define your aims

Problem

Dotted lines for writing the problem.

Activity / Proposed solution

Dotted lines for writing the activity or proposed solution.

Purpose

Dotted lines for writing the purpose.