

PRESENTATION OF PROJECT PROPOSAL AT THE MEETING OF THE FUNDING ORGANIZATION



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**HOW TO PRESENT STRONG GRANT
PROPOSALS TO COMPETE EFFECTIVELY**

Before you begin to write your proposal, keep in mind the following points:

- ✓ It is necessary to find out in advance what sources of funding are available, through governments, United Nations agencies, some international NGOs or private foundations.
- ✓ Most donors look for the degree of local initiative in the project proposal, the utilization of the available resources within the country itself and the plans for the project to be self-supporting once the initial funding has been spent.
- ✓ Your project should be practical, not too costly, and have the potential for being repeated in other situations.
- ✓ Increasingly, funding agencies are looking for integrated approaches to development projects. This means that you will want to see to what extent your project supports and supplements existing activities, and is designed to overcome identified problems.
- ✓ Almost all UN and government agencies, foundations and private voluntary agencies have their own proposal format, that they will want you to follow. If you are not in contact with a local or regional representative, write a letter requesting information as to proper procedures, application format and funding requirements. While format varies, the same information is asked for by all agencies and foundations.
- ✓ Find out the budgeting cycle of the agency, whether annual, quarterly or ongoing. Check to see if there is a closing date for application.

Government Agencies

- Research Fellowships & Post-Graduate Research
- Conferences and Events
- Study Grants
- Research Grants
- Solicited Proposals

Proposal Structure

- 1. Executive Summary**
- 2. Problem/Need Statement**
- 3. Proposal Description**
 - Objectives
 - Staffing and Administration
 - Evaluation
 - Sustainability

4. Budget

5. Information about your Organisation

*(A similar structure is recommended by
The Foundation Center, USA)*



Research vs. Project Proposals

- A research proposal emphasizes the contribution that the research will make to the field.
- A project proposal emphasizes the impact the activity will have.
- Evaluation is more usually more important in project proposals.

Research Proposals



Parts of a Research Proposal

- Title (or Cover) Page
- Abstract
- Table of Contents
- Introduction
- Background
- Description of Proposed Research
- Description of Relevant Institutional Resources
- List of References
- Personnel
- Budget

Title Page

- The format is often specified by the funding agency
- The principal investigator, department head, and university official usually sign
- Name of organization being submitted to
- Title of the proposal
- Starting date and budget period
- Total funds requested
- Name and address of institution
- The title page should be professional looking, but do not use fancy covers, bindings, etc.

A good title

- The title is important. It should reflect the focus of your project.
- The most important words should come first.
- Avoid words that add nothing to a reader's understanding such as “Studies on...,” “Investigations..,” or “Research on Some Problems in...”

Table of Contents

- Very brief proposals with few sections ordinarily do not need a table of contents
- Long and detailed proposals may require, in addition to a table of contents, a list of illustrations (or figures) and a list of tables.
- The table of contents should list all major parts and divisions (including the abstract, even though it precedes the table of contents).

The Abstract

- Every proposal should have one
- In project proposals this is called the Executive Summary
- It should be written last
- The abstract should summarize the project
- It is the most important part of the proposal

Introduction

- Start with a capsule statement of what is being proposed.
- You should not assume that your reader is familiar with your subject. It should be comprehensible to an informed layman. It should give enough background to enable him to place your research problem in a context of common knowledge and should show how its solution will advance the field or be important for some other work
- Do not to overstate, but do state very specifically what the importance of your research is.

Need Statement

- Problem gives *insight* to causes of need
- Express *bad effects* if needs not met
- State how *urgent* the project is needed
- Make clear the scale of *demand* for a solution
- Show how project will *address* the problem



Background information

- This section may not be necessary if the proposal is relatively simple and if the introduction can present the relevant background in a few sentences.
- If previous or related work must be discussed in some detail, however, or if the literature of the subject must be reviewed, a background or literature review section is desirable.
- Literature reviews should be selective and critical.
 - Reviewers only want to know pertinent works and your evaluation of them.
 - A list of works with no clear evidence that you have studied them and have opinions about them contributes almost nothing to the proposal.

Description of Proposed Research

- This section of the proposal is the comprehensive explanation of the proposed research
- It is addressed to other specialists in your field.
- It is the heart of the proposal and the primary concern of technical reviewers.
- The description may need several subsections. The description should include:
 - Aims or Objectives
 - Methodology
 - Results
 - Conclusion
- Be realistic in designing the program of work.
- Research plans should be scaled down to a specific and manageable project.

List of References

- If a list of references is to be included, it is placed at the end of the text proper and before the sections on personnel and budget.
- The style of the bibliographical item itself depends on the disciplinary field.
- Be consistent! Whatever style is chosen should be followed throughout.

Personnel

- The personnel section usually consists of two parts:
 - an explanation of the proposed personnel arrangements; and,
- biographical data sheets for each of the main contributors to the project. Specify how many persons at what percentage of time and in what academic categories will be participating in the project.
- If the program is complex and involves people from other departments or colleges, the organization of the staff and the lines of responsibility should be made clear.
- Any student participation, paid or unpaid, should be mentioned, and the nature of the proposed contribution detailed.
- If any persons must be hired for the project, say so, and explain why, unless the need for persons not already available within the University is self-evident.

Budget

- Budgets are developed according to sponsors and university guidelines. This section is an overview of common features.
- Depending on complexity, the budget section may require not only a tabular budget with line items, but may also require a budget summary and explanation or (budget justification or budget notes).
- Typical divisions of a budget are:
 - Personnel;
 - Equipment;
 - Supplies;
 - Travel; and,
 - Indirect costs.
 - Other categories can be added as needed.
- The budget should make clear how the totals for each category of expenses are reached.

Checklist for Proposal Budget Items (1)

• **A. Salaries and Wages**

- 1. Academic personnel
- 2. Research assistants
- 3. Stipends (training grants only)
- 4. Consultants
- 5. Interviews
- 6. Computer programmer
- 7. Tabulators
- 8. Secretaries
- 9. Clerk-typists
- 10. Editorial assistants
- 11. Technicians
- 12. Subjects
- 13. Hourly personnel
- 14. Staff benefits
- 15. Salary increases in proposals that extend into a new year
- 16. Vacation accrual and/or use

• **B. Equipment**

- 1. Fixed equipment
- 2. Movable equipment
- 3. Office equipment
- 4. Equipment installation

C. Travel

1. Administrative
2. Field work
3. Professional meetings
4. Travel for consultation
5. Consultants' travel
6. Subsistence
7. Automobile rental
8. Aircraft rental
9. Ship rental

D. Other

1. Space rental
2. Alterations and renovations
3. Purchase of periodicals and books
4. Patient reimbursement
5. Tuition and fees (training grants)
6. Hospitalization
7. Page charges
8. Subcontracts

G. Indirect Costs

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Why Proposals are Rejected

- Requirements for equipment or personnel are unrealistic. (10.1)
- It appears that other responsibilities would prevent devotion of sufficient time and attention to this research. (3.0)
- The institutional setting is unfavorable. (2.3)
- Research grants to the investigator, now in force, are adequate in scope and amount to cover the proposed research. (1.5)

Web Sites with Proposal Guides

- The National Science Foundation.
A Guide to Proposal Writing.
<http://www.nsf.gov/pubs/1998/nsf9891/nsf9891.html>
- The Social Science Research Council.
Art of Writing Proposals.
<http://www.ssrc.org/artprop.html>
- James Madison University.
Overview of the Grant Writing Process.
<http://www.jmu.edu/sponsprog/tips2.html>
- Funding and Proposal Writing for Social Science Faculty Research.
<http://www.unc.edu/depts/irss/writing.html>
- University of Idaho Grant Directory
<http://radon.chem.uidaho.edu/~pmits/grants>
- University of Michigan Proposal Writer's Guide
http://www.research.umich.edu/research/proposals/proposal_dev/pwg/pwgpage.html
- AAFRC Trust for Philanthropy
<http://www.aafrc.org>
- Council on Foundations
<http://cof.org>
- Foundation Center Online Proposal Writing Short Course
<http://www.fdncenter.org/onlib/prop.html>
- The Corporation for Public Broadcasting (CPB).
Basic Elements of Grant Writing.
<http://www.cpb.org/grants>
- The Frontiers in Bioscience (FBS).
Tips for Writing Grant Proposals.
<http://www.bioscience.org/current/grant.html>

Grant Funding Resource Information



- **Catalog of Federal Domestic Assistance**
www.cfda.gov
- **Federal Register**
<http://www.gpoaccess.gov/fr/>
- **Grants.gov**
www.grants.gov

Grant Funding Resources – Agency Information



- **U.S. Fish & Wildlife Service**
www.fws.gov (see “Grants at a Glance”)
- **National Oceanic and Atmospheric Administration**
www.coralreef.noaa.gov/grants.html
- **USDA Natural Resources Conservation Service**
<http://www.nrcs.usda.gov/programs/>

Other Types of Grants

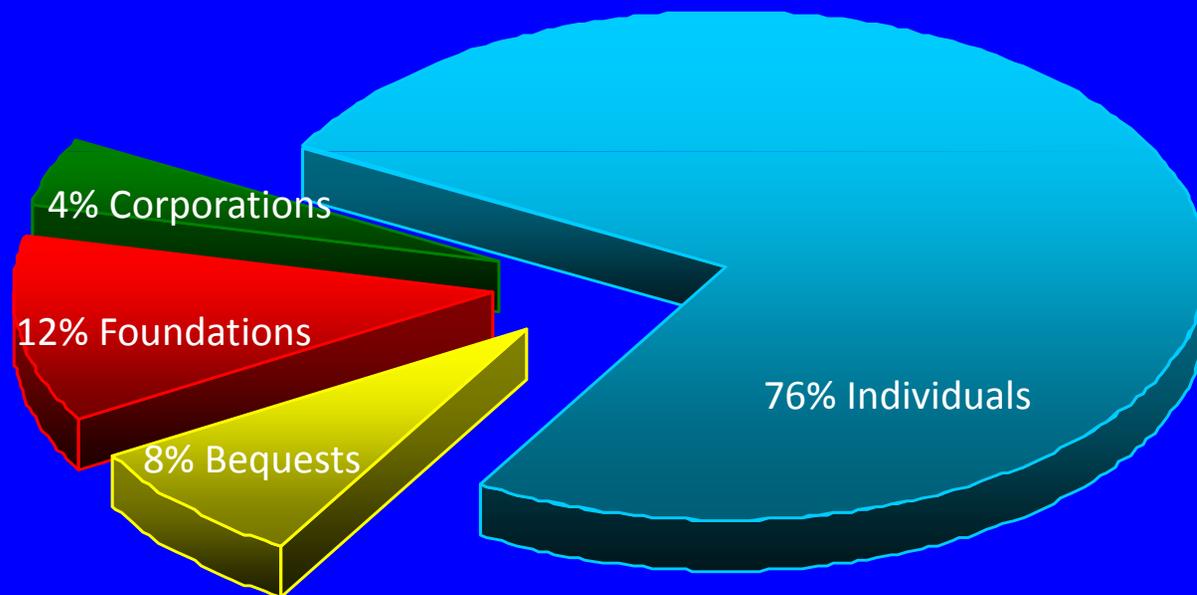


Foundation

Corporate

Foundations and Corporations \$213 Billion

Where the money comes from:



Where it goes:

7% environmental and animal

3% science and technology

25% education

65% other

Budget Your Time

Solid partnerships

Communicate



Innovative project

Define your
budget

80% planning the project

20% writing the proposal

Basic Grant Application Components

For a more competitive application be sure to include:

- Detailed methodology/description of activity
- Detailed Budget include how match funds are will be used
- Demonstrated partnerships with local communities and resource agencies
- Relevant Principle investigator experience and expertise
- Description of how information from project will be used to improve management.
- Realistic description timeline with benchmarks for deliverables

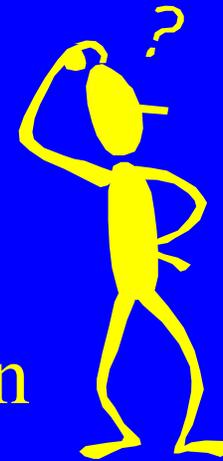
Grant Writing Tools – Agency Information



- **Updated Agency Websites**
- **FWS/NCTC Grant Writing for Conservation Course**
- **EPA Grant Writing Tutorial**
- **NFWF Pre-proposal Form**
- **NOAA Coastal Services Center**
- **NOAA National Marine Fisheries Service**
- **NOAA Grants Management Division**

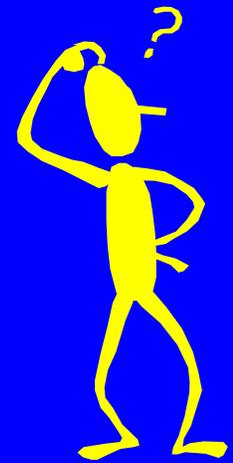
Weak proposals

- Do not follow directions in the guidance
- Are not proof read, have lots of errors
- Have incorrect or insufficient match
- Lack coordination and had duplication of activities.
- Are submitted after the deadline.



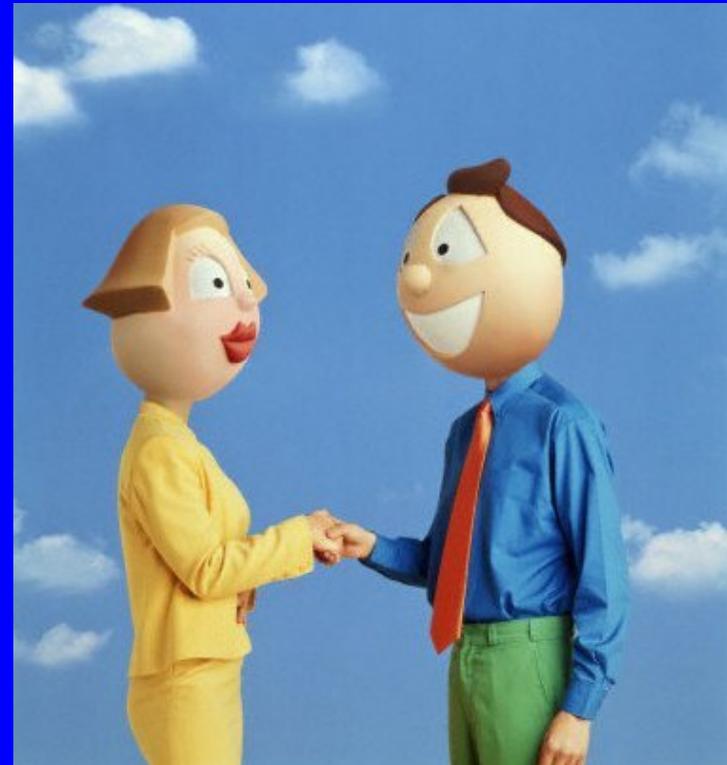
Weak proposals (cont)

- Do not provide adequate description of PI's relevant past experience or performance
- Demonstrate that work begins or is completed before the grant is to be awarded.



Remember, Funders Are Partners!

- Build a relationship
- Be courteous
- Respect their time
- Know their interests
- Discuss opportunities
- Follow up



Information About Your Organization

- **Brief history and mission**
- **Organizational structure**
- **What makes you different?**
- **Experience and competence to run the project**
- **Include Endorsement by appropriate and respected individual**

Executive Summary

- **Short statement on problem(s)**
- **Description of solution, benefits, time scale, location, and who is involved**
- **Money needed and future funding**
- **Brief description of Organisation**

External Funding Sources

- State/Territory fish and wildlife agency
- Federal government grants
- Friends associations
- Local businesses
- Universities
- Local conservation organizations





Thank you