
Key Strategies for Effective Educational Grant Writing

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Objectives

- Identify the key components of effective educational grant proposals
- Recognize the difference between effective and ineffective grant proposals
- Identify strategies that contribute to the development and submission of well written grant proposals
- Understand what grant proposal reviewers are looking for

What does a good grant proposal do?

- Demonstrates the value of the proposed educational activity
- Specifies appropriate educational goals and objectives
- Presents the best methods for achieving these goals
- Develops a feasible evaluation plan
- Links objectives, methods and evaluation plan
- Presents realistic administrative plans and budget
- Sells the reviewer on the importance of your idea, the soundness of your approach and ability to pull it off

What does a good grant proposal do?

It's similar to accreditation models

- Demonstrates the value of the proposed educational activity

What is the educational need?

- Specifies appropriate educational goals and objectives

What are the educational objectives?

- Presents the best methods for achieving these goals

Does the design match the goals?

- Develops a feasible evaluation plan

How will you know you've met your objectives?

- Presents realistic administrative plans and budget

What needs to be done in order to deliver this education?

So, where to start....

- Preparation
- Develop components
 - Statement of need
 - Goals and objectives
 - Methodology/Design
 - Evaluation plan
 - Budget
 - Information about your Organization
- Tying it all together

Preparation

- Define your project
 - Define the scope of work to focus your funding search
 - Determine the broad project goals
- Identify the right funding sources
- What have they funded in the past
- Contact the funders, where appropriate
- Acquire proposal guidelines
- Know the submission deadline
- Determine personnel needs

Statement of Need

What is it?

An effective statement of need:

- Describes the target population to be served (**learners**)
- Defines the problem to be addressed (**practice gap**)
- Describes the situation in terms that are both factual and of human interest (**scope of practice**)
- Does not make any unsupported assumptions (**evidence**)
 - Includes quantitative and qualitative documentation and supporting information
- Relates to the purposes and goals of your organization (**mission**)

Strategies for Statement of Need

- The statement of need = your opportunity to make the case
 - Present and interpret the facts and evidence to support the need for the program you are proposing
 - Use relevant data to establish the significance of the problem
 - Don't make sweeping or unsupported statements
 - Directly relate the problem to the proposed solution
 - Specify: What the target audience needs to learn and why
- Be clear!
 - Grantors want to clearly see the necessity of your program – draw the conclusions for them, don't make them figure it out themselves!

Goals and Objectives

What's the difference?

Goals

- General and provide an overall understanding of the strength of the project
- Describe what the project wants to accomplish
- Specify tasks to be carried out in the project
- Describe how the tasks will affect the problem

Goals and Objectives

What's the difference?

Objectives

- More specific
- Emphasize learning, impact on learner
 - Should be outcomes, not tasks
 - Identify the measurable outcomes of the project

Strategies for Goals and Objectives

Don't confuse the two...

■ Goals

- Provide sufficient detail for the reviewer to determine that the activities will have an impact on the problem
- Include the time in which the objectives will be accomplished

■ Objectives

- Specific and measurable!
- Written in terms of change in practice, when applicable

Methodology/Design

What is it?

In this section of the proposal

- Describe how the project will “look”
 - What are the components?
 - How do they fit together?
- Describe the educational methods and why they were selected
- List the activities that you will undertake to accomplish your objectives
- Provide the framework of the tasks
- Identify required resources

Strategies for Methodology/Design

Educational design vs project management

Educational Design

- Utilize the opportunity to tie the educational decisions to the target audience and statement of need
- Identify adult education approaches being utilized
- Describe how you will support the translation of knowledge into practice

Strategies for Methodology/Design

Educational design vs project management

Project Management

- Use the framework to emphasize your organization's capabilities in successfully implementing the project
- Include a timetable, if appropriate
- Be sure to identify all required resources, including
 - Personnel, materials, and other key resources
Include a timetable, if appropriate
 - Provide a rationale for the role of each resource identified in the project

Evaluation Plan

What is it?

- Describe how the outcome of the project will be evaluated
- Explain the criteria for judging the success of the project and provide a complete evaluation design
 - Identify what will be evaluated
 - Describe the information that will be needed
 - Describe where information will be obtained
 - Indicate the instruments that will be used to get information
 - Describe the intended analysis
 - Describe how results will be reported and utilized
 - Summarize the evaluation section as necessary

Strategies for the Evaluation Plan

- Include all supporting facts and justification to validate the proposed project
- Tie the evaluation back to the statement of need
- Emphasis to the effects and benefits of the organization's project to strengthen its worth for funding
- Identify any unique aspects of evaluation plan
- Again, be explicit!

Budget

What is it?

- Budgets are more than just cost projections
- They are also a window into how projects will be implemented and managed
- Well-planned budgets reflect carefully thought out projects

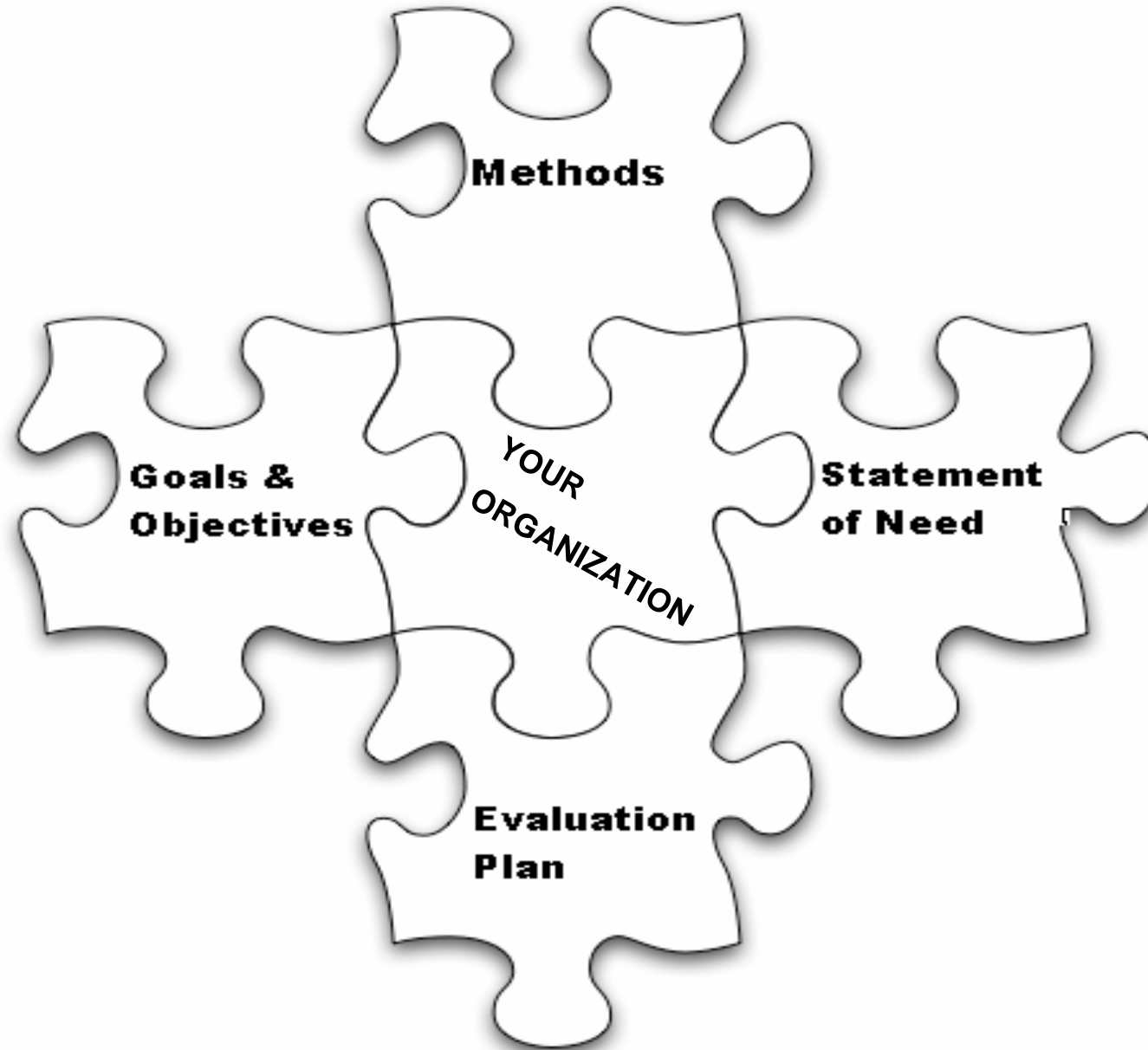
Strategies for Budgets

- Be practical: base your estimates on reality and don't "pad" the numbers
 - Include a "contingency" line to cover the unexpected
- Be sure to include only what the grantor will fund
 - Refer to grantor guidelines
- Be complete:
 - carefully anticipate costs for all aspects of the project, including content and implementation
- Offer options, if appropriate
- Be prepared to reconcile expenses afterwards

Strategies for Information about the Organization

- Structure
 - How your structure contributes to the project
- Accreditation status
 - Types of accreditation held, any special status held (ex: exemplary or commendations)
- Experience in type of project
 - Example of outcomes of prior similar projects
 - Publications from your organization
- Background / experience of staff
 - Highlight educational and experiential background of key personnel
- Functions available within organization
 - How you will handle functions not available within organization

Tying it all together



The Review Process

What do reviewers look for?

The proposal format

- Well organized and well written
 - Table of Contents
 - Headers and sub-headers to make it easy to read and follow
- Specific description of how the proposed project will achieve activity goals and objectives
 - Is it responsive to the Call for Proposals (if any)?
- Written to communicate the enthusiasm and commitment of the educators to the topic at hand

The Review Process

What do reviewers look for?

The proposal content

- Clearly identifies an important need (gap), coupled with fresh insight into how to approach it
- Clearly links the needs, goals, objectives, evaluation and budget
- Demonstrates the requestor knows the fields:
 - Content
 - Accreditation/certification
 - Education
 - Project management
- Outlines a feasible work plan supported by an appropriate budget

Helpful Resources for Grant Writing

<http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html>

<http://web.archive.org/web/20041010184649/www.epa.gov/seahome/grants/src/msieopen.htm>

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