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

- Presents realistic administrative plans and budget
  
  How will you know you’ve met your objectives?

  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
  - Education
  - Accreditation/certification
  - 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

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