

Funding Your Research

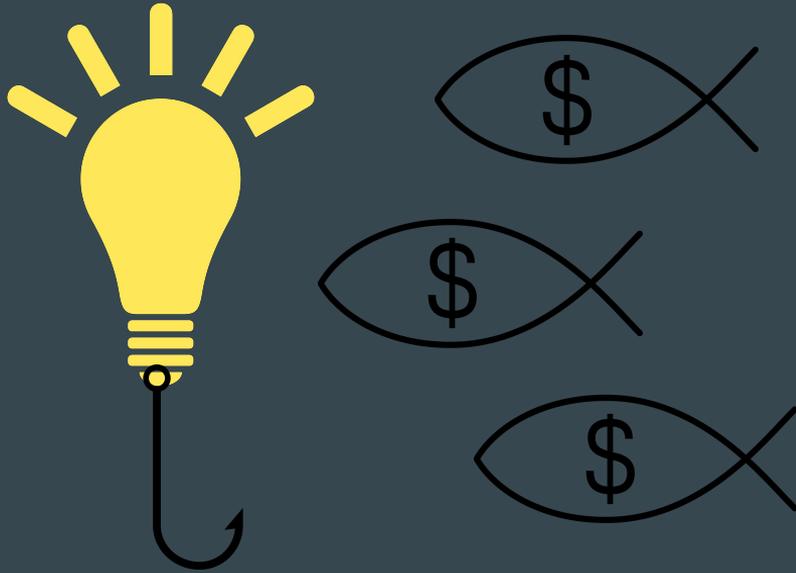


NCLA College and University Section
Virtual Conference

Karen Fletcher & Katie Howard
Grants Resources & Services
Appalachian State University



The Right Sponsor



- Fit
 - Mission statement
 - Funding History
 - Program Officer
- Stay current with publications in your field!
- Join and participate in professional organizations relevant to your field
- Talk to your colleagues & mentors
- Keep a list of keywords related to your funding interests to help you search databases

Selected Programs

[Kluge Fellowship in Digital Studies](#)

[IMLS Laura Bush 21st Century Librarian Program](#)

[IMLS National Leadership Grant for Libraries](#)

[LTSA EZ Grants](#)

[LTSA Project Grants](#)

[CLIR Digitizing Hidden Special Collections and Archives](#)

[Andrew W. Mellon Foundation Grants](#)

[NEH Sustaining Cultural Heritage Collections](#)

[NEH Preservation Assistance Grants for Smaller Institutions](#)



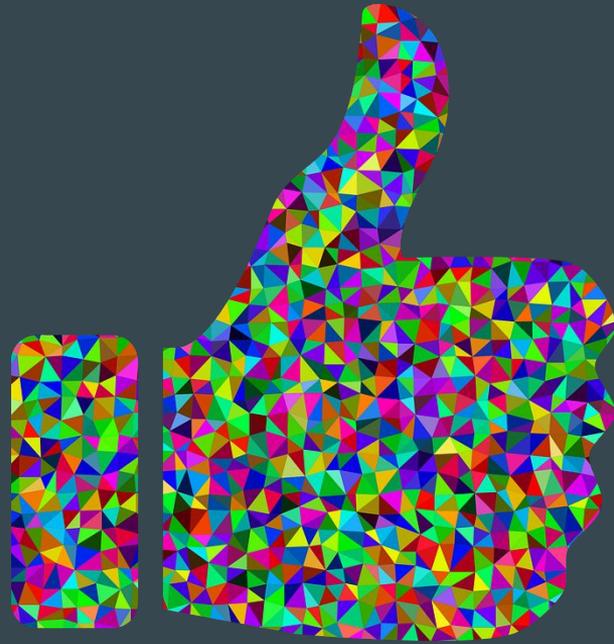
[Free] Web Resources for Finding Funding

- Grants.gov
- Sponsor websites
 - Agencies
 - Foundations
- Google
- Newsletters and mailing lists



The Right Program

- Suitability
 - Eligibility
 - Timeline
 - Amount of award
 - Allowable costs



- **Block Grant** – Funds distributed by the federal government to a state or city for broad purpose (community development block grant), allocated based on populations.
- **Challenge Grant** - A grant offered by a funder to encourage other grantmakers or individuals to support a particular program or organization. Payable only if other funds are obtained in an amount specified by the donor
- **Endowment Grant** – A transfer of money or property donated to an institution
- **General Operating Support** – Also called “Unrestricted funds.” Refers to support for the organization as a whole, and for any purpose that furthers the organization’s mission (ex. Secretarial support, rent, building security and maintenance, development staff, a fiscal manager, insurance, etc.)
- **In-Kind Contribution** – Goods and services that are donated to a particular organization for a grant program (ex. volunteer time, food, equipment, space rental, staff or management time that is paid for by other programs)
- **Matching Grant** – A grant that is made specifically to match or supplement funds provided by another donor, usually as a specified proportion of the total program cost. Often provided as a challenge grant, and paid on the condition that the other funds are obtained
- **Restricted Grant** – Contributions and donations that arrive with strings attached. These restrictions can determine for what purpose the money can be spent, by when it can be used, or whether matching grants are required to make the funds available
- **Seed Grant** – A grant that is made to start a program, with the intention of leveraging other support to sustain it
- **Technology Grant** – Grant monies specified for use on technology
- **Unrestricted Grant** – Money donated by individuals or businesses, or given to general operating grants, to further the mission of an organization. May be spent for any organizational priority or need.



What Funding Sources Look For

- Shared Mission
- Severity of Need
- Understanding the Problem & Solution
- Realistic Goals & Budget
- Cost Effectiveness
- Eligible Matches
- Consistency
- Competence
- Accountability
- Project Readiness



Grant Writing Basics (short version)

- Writing the Proposal
 1. Narratives
 - a. The HOOK
 - b. Needs Assessment
 - c. Goals & Objectives
 - d. Methodology
 - e. Evaluation
 2. Budget
 3. Supporting Materials
 4. Authorized Signatures
 5. Specifications

A Note on Style of Writing

- Write on a 9th or 10th grade level.
- Avoid technical jargon, slang, trendy phrases, use of multi-syllabic words and contractions.
- Avoid abbreviations of proper nouns and use of undefined acronyms.
- Use positive action terms to set the image for your proposal.
- Eliminate gender-specific language.
- Use white space, bullets and paragraph breaks for visual appeal.
- Refer to the APA Publication Manual for style and writing guides, documentation and references.

Hints and Tips for Proposal Writing

- Start with outcomes.
- Find research to support your project idea.
- Use language to your advantage.
- Make sure your budget narrative and your budget summary match exactly.
- Work with your Grants Office.
- Because of the time constraints on many grants, you must plan ahead.
- Be honest both in the grant proposal itself and with yourself concerning what you can actually accomplish.

Top Ten Reasons Proposals are Declined

1. "The organization does not meet our priorities."
2. "The organization is not located in our geographic area of funding."
3. "The proposal does not follow our prescribed format."
4. "The proposal is poorly written and difficult to understand."
5. "The proposed budget/grant request is not within our funding range."

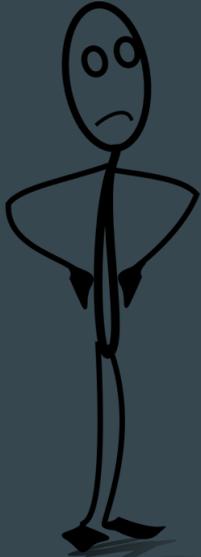
Top Ten Reasons Proposals are Declined

6. "We don't know these people. Are they credible?"
7. "The proposal doesn't seem urgent. I'm not sure it'll have an impact."
8. "The objectives and plan of action of the project greatly exceed the budget and timelines for implementation."
9. "We've allocated all the money for this grant cycle."
10. "There is not enough evidence that the program will become self-sufficient and sustain itself after the grant is completed."

A Reviewer's Perspective

“If I can't understand the title, then I don't fund it.”

-W. Tilt, National Fish and Wildlife Foundation



“If you haven't told us what you want by the end of the third paragraph, chances are you're not going to get it.”

- J. West, Phillips Petroleum Foundation

What the Funders Have to Say...

Grant Writing Online Courses

- [The Foundation Center's Learning Lab](#) has a proposal writing short course providing basic information for all fundraisers, academic, and non-profit.
- [A Guide for Writing a Funding Proposal](#) by S. Joseph Levine, Ph.D., Michigan State University, provides writing hints and examples for each major section of a proposal, and a wide array of links to other proposal writing resources.

Ms. Karen Fletcher
Director, Grants Resources & Services
fletcherkl@appstate.edu
828.262.7789

Ms. Katie Howard
Assistant Director, Grants Resources & Services
howardks1@appstate.edu
828.262.8123