

Prospecting: Finding the Right Funding Opportunity

Prepared for Temple University

Grantwriting Workshop



PROSPECTING- SEARCH TOOLS AND METHODS

Prospecting – Where to Look for Opportunities

- Institutional Grant Office and libraries
 - Office of the Vice President for Research (OVPR)
 - Subscription services and grant opportunity databases (PIVOT, Egrants, Foundation Center, etc.)
 - Office of Corporate and Foundation Relations (CFR)
 - Current Funding Opportunities (updated weekly)
- Grants.gov
- Federal Agency Website – National Science Foundation, etc.
- Professional Associations – Philanthropy Network, Association for Biology Laboratory Education, etc.
- Acknowledgements in relevant papers, reports, presentations
- Ask – collaborators, conference presenters
- National websites of large industries or retailers in your state/region

TiPS for Searching

- Create a research agenda profile that includes search terms and limiters
- Look for eliminators first (eligibility, deadlines, etc.)
- Be proactive – search for possibilities and keep a calendar of times when they are usually due. Use your time efficiently!
- Discuss potential for subcontracts with colleagues who are funded and/or applying (Grants beget grants!)
- Collaborate – divide and conquer!

Sample Prospecting List

Overview of Opportunities

| PROGRAM / GRANT MAKER | RECOMMENDED REQUEST RANGE | APPROACH | DEADLINE |
|---|---------------------------|-----------------------------|---|
| <i>National Science Foundation</i> | | | |
| Division of Environmental Biology (Ecosystem Studies, Population And Community Ecology, Biodiversity: Discovery and Analysis) Core Programs | \$100,000 to \$500,000 | Preliminary proposal online | January 23, 2016 (preliminary proposal) August 2, 2016 (full proposal) |
| Fluid Dynamics | \$100,000 to \$500,000 | Full proposal online | October 20, 2015 |
| Energy, Power, Control and Networks (EPCN) | \$100,000 to \$500,000 | Full proposal online | November 2, 2015 |
| <i>United States Department of Agriculture</i> | | | |
| Western Sustainable Agriculture Research & Education (SARE) | \$150,000 to \$250,000 | Pre-proposal online | Expected: June 2016 |
| <i>National Institutes of Health</i> | | | |
| School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes (R01), (R03), and (R21) Programs | Dependent on program | Full proposal online | October 5 (R01) and October 16 (R03 and R21), 2015 |
| <i>Foundations</i> | | | |
| David and Lucile Packard Foundation | \$50,000 to \$100,000 | Contact Program Officer | Check for RFPs |
| Alfred P. Sloan Foundation | \$150,000 to \$300,000 | Letter of Inquiry online | Rolling |
| Earthwatch Institute: Urban Ecosystems and Sustainable Agriculture and Forest Ecosystems Programs | \$20,000 to \$80,000 | Pre-proposal online | Expected: June 2016 |

Sample List of Prospects – Which One First and Why?

For Discussion:

Assume that you developed the list of prospects on the list to the right.

- Number the prospects in the order in which you would apply for them.
- Briefly explain your approach and rationale. Why did you rank them in the selected order? What were your considerations?

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ANALYSIS OF THE FUNDING OPPORTUNITY

Is this Funding Opportunity the Right Fit?

Digest the Funding Announcement

- Analyzing the funding opportunity is a key first step to successful grantseeking
- You can leverage this analysis to improve the proposal by selecting opportunities that most strongly align with your project, program, or research

Significant benefits to funding analysis include:

- Targeting the right funds (and funder)
- Working to secure resources to fit the project; and not fit the project to the potential grant. Don't chase the money!! Develop well-designed projects and keep your eyes open.
- Ensuring right fit to merit criteria leads to increased success rates

Analyzing the Funding Opportunity

RFPs, FOAs & Program Announcements: These documents set forth important parameters for the project/program you are developing and for the proposal itself.

- Eligibility
 - Type of Awardee
 - Geographic Limitations
- Funding Amount
- Project Period
- Program Goals / Metrics
- Submission Instructions
- Budget Stipulations
- Additional Resources
 - Grant manuals
 - Application packages
 - Links to online submission tools
 - Links to previous awards databases
 - References cited
 - Points of contact

Should I Apply?

- Am I eligible?
- Do I have or can I conceive of a project that fits the parameters?
- Does my project align with the goals and priorities of the funder and the stated purpose of the solicitation?
- Can I address all the required elements or bring in partners who can fill blanks?
- Do I have the bandwidth to develop a proposal under the deadline and implement the project?
- Would I be excited to execute the grant if I got the funding?
- Might the grant serve as a stepping stone to bigger/better grants in the future?

Transitioning to External Funding- Am I Ready?

- Do I have the time to complete the project and the project management requirements (i.e. reporting, meetings, budget tracking, etc.)?
- Do I have preliminary data or have I sufficiently developed a concept using internal funding such that I am ready to expand?
- Do I have a plan to include students, partners, and collaborators?
- Is there internal support for my project?
- Is the timing right? Do I anticipate any extended leave or issues that might take me away from my work during the term of a grant if awarded (i.e. other projects, travel, etc.)?

Expanding Funding Opportunities

What if your search turns up only a limited number of opportunities, or if your analysis of prospects results in identification of barriers to success?

Consider the following strategies to expand potential funding opportunities:

- Collaboration both internally and externally
- Co-Investigator/Co-PI Status to build experience
- Apply for smaller, bite-sized grant opportunities to demonstrate success before seeking larger grants (i.e. pilot projects)
- Interdisciplinary projects and programs can significantly expand potential funding opportunities. Reach out to other departments to development innovative, cross-disciplinary projects.

Next Steps...

- Once you have identified and selected a funding opportunity, it is important to cultivate relationships with key funders.
- Relationship cultivation with foundations plays a key role in grantseeking success.
- Additionally, getting to know the federal Program Officers working within the agencies and programs that most strongly align with your planned project(s) will serve you well and save you time.

In Module #3, we will explore relationship cultivation with foundations and outreach to federal Program Officers.

Q & A – Any Questions?





SHORT BREAK – 15 MINUTES



GRANT DEVELOPMENT CENTER

Jacklyn Sutcivni

Grants Consultant



Jackie's career as a grant writer spans a broad range of disciplines. Since 2000, she has helped institutions of higher education, healthcare agencies, not-for-profit organizations, and governmental entities obtain more than \$50 million in grant funding. A former research assistant, healthcare professional, public administrator, staff grant writer for higher education, and small business owner, Jackie brings a range of skills and experience to every engagement. Specializing in federal grant submissions, her expertise in federal grant program design, implementation, and management are immediately evident. She is especially skilled in advancing initiatives through the development of multi-partner and consortium grant proposals and balancing faculty and administrative perspectives.



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