
OVERVIEW OF PART TWO

Template/Master Plan for Your Proposal

A successful proposal creates advocacy among reviewers for funding it. Our approach to writing a grant application is based on the premise that, to maximize advocacy, reviewers must be converted from persons who have to read your application to those who want to do so. Thus, this part of the *Workbook* will help you to put the conceptual, exciting side of your proposal up front, where it will be used to 'hook' the interest of the reviewers. Our intent is to make them want to read the details, which will be presented in the rest of the Project Description.

The format for the 15-page Project Description is:

1. Overview and Objectives
2. Expected Significance
3. Relation to the Principal Investigator's Longer-Term Goals
4. Background:
 - Review of Relevant Literature
 - Results From Prior NSF Support
 - Preliminary Studies
5. Relation to Other Work In Progress:
 - By the Principal Investigator
 - By Investigators Elsewhere
6. Research Plan:
 - Develop each Specific Aim
 - Introduction
 - Approaches
 - Expected Outcomes
 - Potential Problems and Alternative Approaches
 - Timetable
7. Broader Impacts

Part 2 of this *Workbook* will help you craft the template or master plan for the Project Description (chapters 6, 6-disk, and 7), as well as to maximize the programmatic relevance that it has to the NSF funding opportunity you are targeting (chapter 8).

CHAPTER SIX: Overview & Objectives Section

This part of the Project Description will be a conceptual overview of everything that is important and exciting about your application. It is designed to win the interest of the reviewer and to set up the details that follow.

CHAPTER SIX–DISK: Creating a Bullet Outline for Your Overview & Objectives Section

The disk that accompanies this *Workbook* will help you to develop the bullet outline that is the first step in developing your Overview & Objectives Section

CHAPTER SEVEN: Expected Significance

This chapter will assist you in writing what is arguably the most important part of your Project Description – the part where you spell out why what you are proposing is significant.

CHAPTER EIGHT: How to Maximize the Programmatic Relevance of Your Application to NSF

No matter how good the idea – no matter how well written the application is – if it doesn't mesh with NSF's programmatic priorities your chance of being funded is greatly diminished. Chapter 8 will help you propose what NSF wants to fund.