

Common Grant Writing Pitfalls – and How to Avoid Them

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Grant Professional Development Opportunities

2018-19 GRANT WEBINAR SCHEDULE:

- 1** OCTOBER 11, 2018
2:00-2:45PM
Funding Opportunities for Your Teaching,
Research & Scholarship
- 2** NOVEMBER 8, 2018
2:00-2:45PM
The Sustainability Challenge: Designing
Projects for Success *Beyond* the Grant Period
- 3** DECEMBER 13, 2018
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Preproposal Contacts: Who You Need to Talk
to & What You Need to Know *Before* Writing
Your Next Grant Proposal
- 4** FEBRUARY 14, 2019
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Avoid Them
- 5** MARCH 7, 2019
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Building a *Believable* Budget
- 6** APRIL 11, 2019
2:00-2:45PM
Collaborative Grantseeking: Accumulating
Precious "Wins" & Avoiding Painful "Losses"

See full session descriptions and
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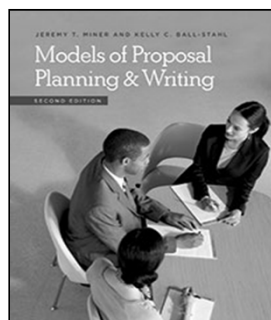
Session Outline

- Why do Grant Applications Fail?
- Problem Statement Pitfalls
- Goals & Objectives Pitfalls
- Evaluation Pitfalls
- Sustainability Pitfalls
- Project Director Pitfalls
- Questions?

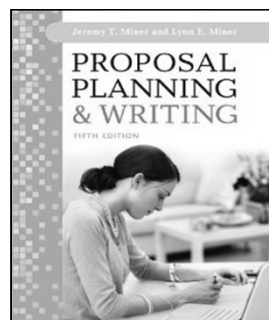


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Grant Writing Resources



Greenwood, 2016



Greenwood, 2013

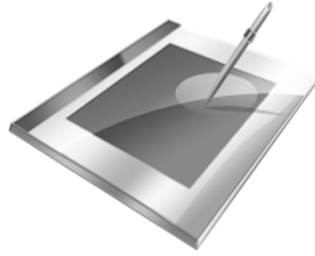
 **ABC-CLIO
GREENWOOD™**
www.greenwood.com



Greenwood, 2011

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Why do Grant Applications Fail?



Grantseekers wonder:

- Bad ideas?
- No preproposal contact?
- Outcomes not significant?
- Unclear target population?
- Request too large?

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Sponsors say: “Failure to follow guidelines”

- Ineligible applicant
- Inconsistent with priorities
- Exceeds page limits
- Missing required documents
- Includes prohibited expenses



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Reviewers say:
“Errors of omission”

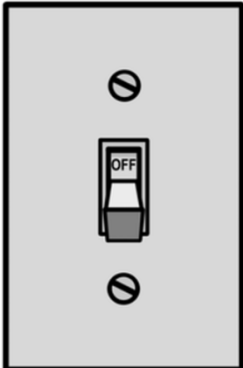


- No documented problem
- Lack of measurable objectives
- Weak evaluation approach
- No plan for sustainability
- Inexperienced project director

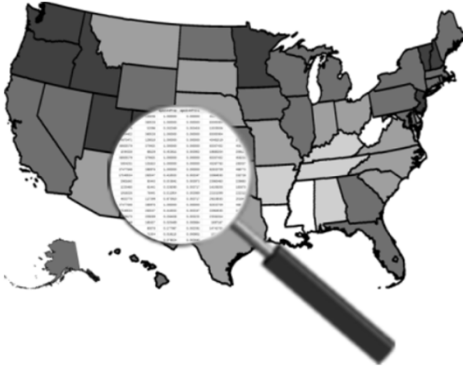
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Problem Statement Pitfall

Switching Too Soon



National Data, Local Need



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Example: Problem Statement Pitfall

Over application of nitrogen (N) in orchard systems has been a common practice (Sanchez et al. 1995, Weinbaum et al. 1992). Nutritional demands of trees are more complex than previously assumed and change as trees mature. For example, young trees require only 5-10 kg/ha of nitrogen while mature trees require a minimum of 45-50 kg/ha (unpublished data). In order to achieve fruit quality and production goals, tree vigor must be managed within the goals for different stages of tree development. In young trees, growth to develop good tree structure must be promoted but excessive vigor must be avoided to prevent delaying future production, loss of winter hardiness, and increased disease susceptibility. As orchards begin to bear fruit, vigor and yield must be balanced and nutrient availability timed to promote fruit set and development.

WiSys**Example: Problem Statement Pitfall**

An important means of problem identification is through an analysis of grower contacts fielded by the Extension Service over the last three years. A review of such contacts showed that 20-50 were regarding soil quality management. Soil quality and fertility management were also a concern of many of the growers who asked questions during Extension Service workshops and field days. These events are usually well attended (approximately 50 persons per event). Furthermore, a presentation at the Northwest Fruit School Short Course about the timing of N applications had over 200 participants.

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Avoiding Problem Statement Pitfalls



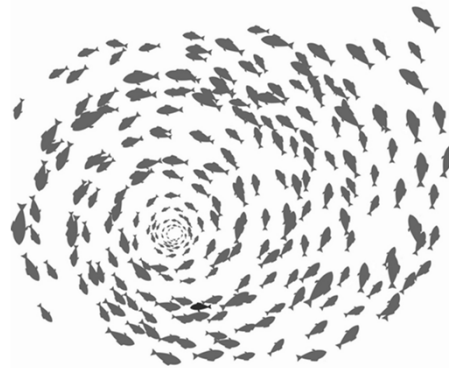
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Goals & Objectives Pitfalls

Insufficient Differentiation



Lack of Alignment



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Example: Goals & Objectives Pitfalls

Goal 1: Increase the use of evidence-based community health improvement strategies.

- *Objective 1.1:* By June 30, 2020, partners will increase their knowledge about policy, systems and environmental change strategies to address opioid abuse.
- *Objective 1.2:* By December 31, 2020, partners will select evidence-based strategies to address opioid abuse in the community.
- *Objective 1.3:* By June 30, 2021, partners will develop opioid-related policies and advocate for their adoption and implementation.

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Avoiding Goals & Objectives Pitfalls



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Evaluation Pitfalls

Magic Wand



Buzzword



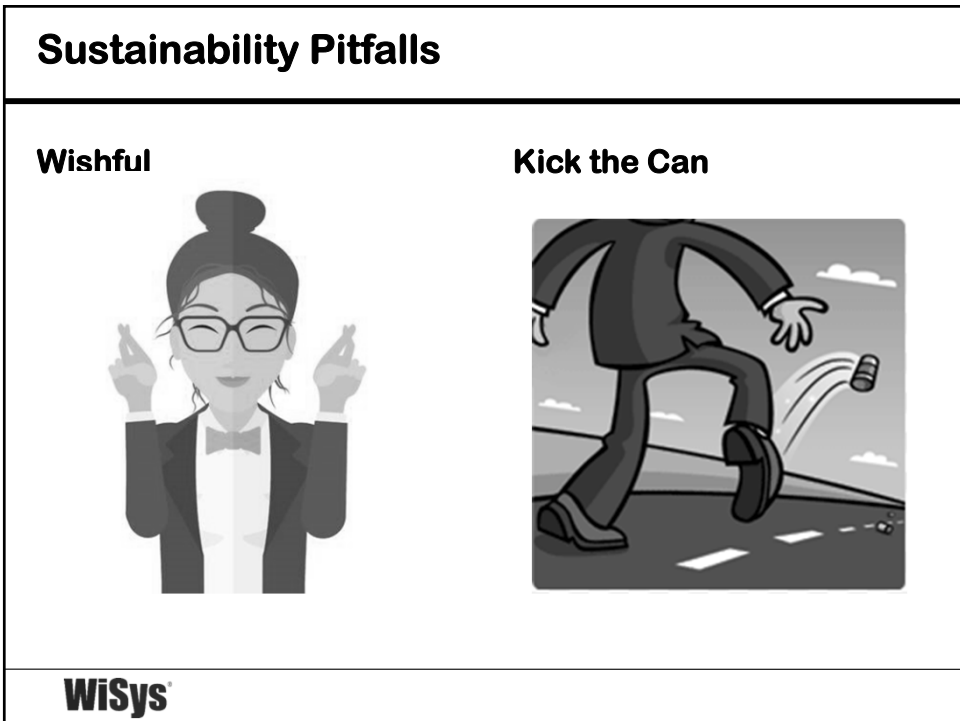
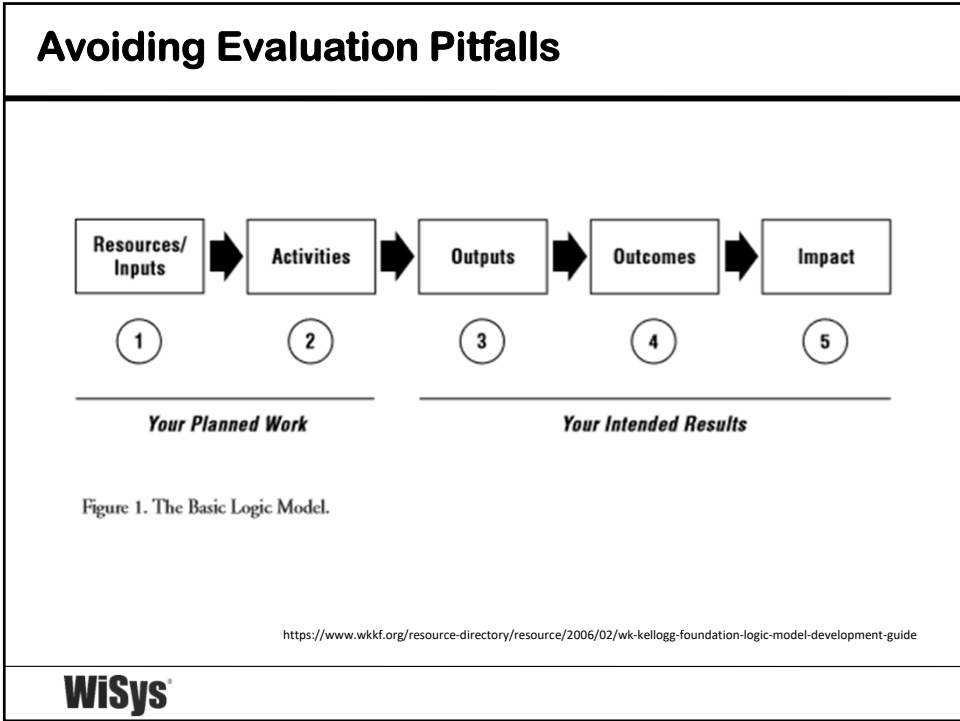
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Example Evaluation Pitfalls

An outside evaluator will be used to provide an independent assessment of the overall success of the project. The evaluator will develop specific questions to be answered in the formative and summative evaluations. The impact of the project will be evaluated using a mix of qualitative and quantitative data. Working in tandem with the external evaluator, the project director will administer pre- and post-tests (true/false questions) to the home health workers taking the two-hour online training. The evaluator will be responsible for developing the tests as well as analyzing the data and reporting key findings.

A within groups repeated measures design will be used for both educational knowledge and enactment variables. Variables will be categorical and thus Chi Square analyses will be used to find significance. Effect sizes will be calculated.

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Example: Sustainability Pitfalls

The project has the capacity to have a continued impact beyond the funding duration. The significant in-kind contribution of staff time shows willingness to designate internal resources to developing high-quality programming; these contributions are expected to continue. The summer professional development program will include developing a plan of action for continued intervention after the completion of the project. That way, participants will be able to continue to work together when discussing options for future programming. Through this program, participants will gain expertise and will be expected to share their knowledge with others.

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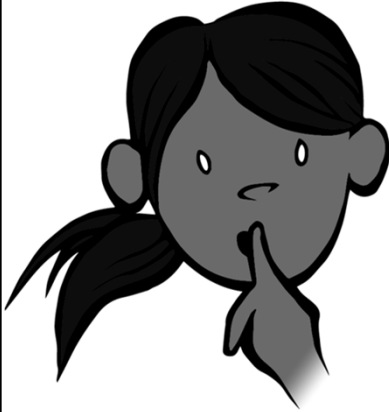
Avoiding Sustainability Pitfalls



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Project Director Pitfalls

Understated



Trust me



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Example: Project Director Pitfalls

During my time at Safe Homes, I have been actively engaged in designing and implementing primary prevention programs for kids and their families. I have a master's degree in social work and have been trained in home visitation. I have given many presentations and have a few publications on the effectiveness of our programs.

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Avoiding Project Director Pitfalls

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Recap

Why do Grant Applications Fail?

Grantseekers wonder:

- Bad ideas?
- No preproposal contact?
- Outcomes not significant?
- Unclear target population?
- Request too large?

Avoiding Problem Statement Pitfalls

Avoiding Goals & Objectives Pitfalls

Avoiding Evaluation Pitfalls

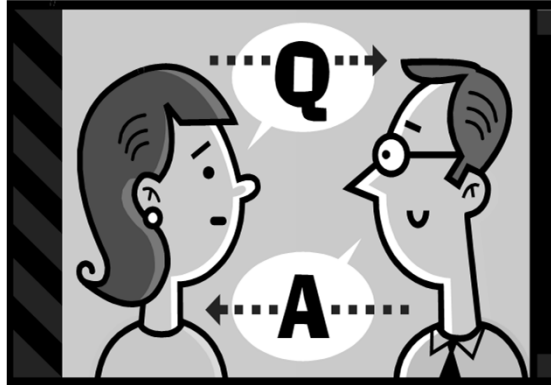
Figure 1. The Box Logic Model.

Avoiding Sustainability Pitfalls

Avoiding Project Director Pitfalls

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Your Questions?



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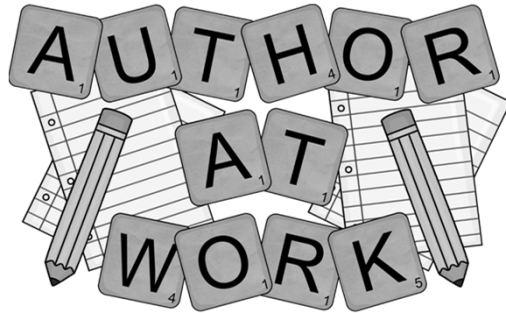
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