Analyzing RFPs for Sponsor Hot Buttons

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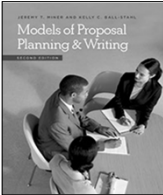

Session Overview

- The Persuasion Intersection

- RFP Analysis Process

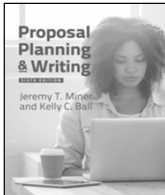- Hot Button Finders

- Integrating Hot Button Themes

- Questions?

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Grant Writing Resources

Models of Proposal Planning & Writing

Proposal Planning & Writing
Jeremy T. Miner and Kelly C. Ball

ABC-CLIO GREENWOOD
www.greenwood.com

COLLABORATIVE GRANTSEEKING

Greenwood, 2016

Greenwood, 2019

Greenwood, 2011

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Appealing to Sponsors

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The Persuasion Intersection
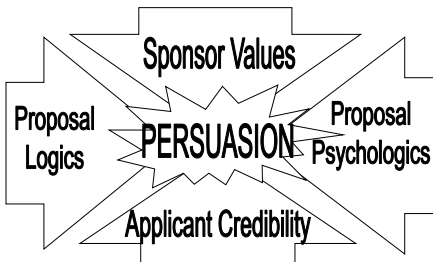
Sponsor Values

Proposal Logics

PERSUASION

Proposal Psychologics

Applicant Credibility

WiSys Taken from "Models of Proposal Planning & Writing" (Miner and Ball-Stahl, 2nd ed., 2016)

RFP Analysis Process

- Step 1: **R**elevance— Do we want to do this?

- Step 2: **F**easibility— Can we do this?

- Step 3: **P**robability— Will we be competitive?

WiSys Taken from "Models of Proposal Planning & Writing" (Miner and Ball-Stahl, 2nd ed., 2016)

RFP Analysis: NEH Landmarks

NEH

Humanities NATIONAL ENDOWMENT FOR THE

Grants   Our Work   About   🔍

Landmarks of American History and Culture

Division of Education Programs

The Landmarks of American History and Culture program supports a series of one-week workshops for K-12 educators across the nation to enhance and strengthen humanities teaching at the K-12 level.

The program defines a landmark as a site of historic importance within the United States and its territories. Landmarks could include historic homes, museums, presidential libraries, and sites memorializing literary, artistic, or architectural achievements. Projects could take place in public spaces and neighborhoods, major waterways, national parks, or other locations of

Grant Snapshot

Maximum award amount: $190,000

Open to: Organizations

Expected output: Faculty Development; Teaching Resources

Period of performance: 24 months

Application available: November 19, 2019

Optional Draft due: January 2, 2020

Application due: February 13, 2020

Expected notification date: August 31, 2020

Project start date: October 1, 2020

Contact the Division of Education Programs Team
202-606-8500

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RFP Analysis Process:

NEH

Relevance

– **Program purpose:**	– Supports a series of one-week workshops for K-12 educators across the nation that enhance and strengthen humanities teaching at the K-12 level
– **Estimated # awards:**	– 19 (31% funding ratio)
– **Eligibility criteria:**	– 501(c)3, state/local/tribal government, institutions of higher education
– **Funding levels:**	– $170K
– **Project timeframes:**	– 15 months
– **Known "deal breakers":**	– ?
– **Key dates:**	– Optional draft 1/2/2020; Due 2/13/2020; Start 10/1/2020

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RFP Analysis Process:

NEH

Feasibility

– Evaluation criteria

EVALUATION
☑ EXCELLENT
☑ VERY GOOD
☐ GOOD
☐ FAIR
☐ POOR

– Hot buttons

– Distinctive features

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NEH Peer Review Criteria

- Excellent
- Very Good
- Good
- Some Merit
- Not Competitive

Landmarks

1. Intellectual significance of the proposed topic and landmark(s)
2. Impact on teaching and classroom application
3. Program of study
4. Project team
5. Publicity, project website, and project impact
6. Institutional context
7. Budget

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Hot Button Finders

Word Frequency Counters

The	517
And	303
Of	233
To	222
Landmark/s, America/an/ans	29/5, 1/1/16
History/ies/ical/ic, Culture/s/al	14/1/1/4, 9/3/1
Engaged/ment/ing, Exchange, Dialogue	2/3/1, 1, 1
Resource/s, Website, Curriculum/a/ar	16/8, 12, 4/5/1
Dissemination/ing, Reach, Outreach, Output	6/1, 6, 1, 1
Create/ive/ively/ion/ing	3/3/1/2/1
Must, Require/d/s/ments	44, 1/5/2/10
Should, Expects/ed, Ensure	31, 2/2, 1
Encouraged/s/ment/ments	3/6/2/2
Wisconsin	1
Economy	1
Sustained/ing/ability	1/1/1

Word Cloud Generators

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CTRL-F

"Applicants should make a convincing case for the historical significance and use of the Landmark site(s), the material resources available for use, and the ways in which the workshop will enhance K-12 curricula."

"Projects should also provide for a backup director, should the designated director be unable to serve."

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"In the interest of offering Landmarks Workshops in as many U.S. states and territories as possible, special encouragement is given to applications proposing projects in states and territories with few or no previous Landmarks projects, such as…and Wisconsin."

"Your project website will serve as a tool for publicizing, developing, broadly disseminating, and sustaining the project."

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RFP Analysis Process:

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Probability
- SWOT

- RFP
  - ambiguities
  - inconsistencies
  - discrepancies
  - omissions

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"Applicants are encouraged to contact program officers, who can offer advice about preparing the proposal and review draft proposals."

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Preproposal Contact Questions

Position

Rationale

Expectation

Priority

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Integrating Hot Button Themes

- **Problem**
- **Goals**
- **Methods**
- **Evaluation**
- **Dissemination**
- **Budget/Budget Narrative**
- **Appendixes**

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Recap

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Your Questions?

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Grant Professional Development Opportunities

Sharpen Your Grant Writing Skills

REGISTER NOW for our live webinar series featuring WiSys grant writing experts Jeremy Miner and Deborah Lundin.

► October 3 | 2-2:45 p.m.
Funding Opportunities for Your Teaching, Research, and Scholarship

► October 9 | 12-12:45 p.m.
Funding Focus: The National Science Foundation's Major Research Instrumentation (MRI) Program

► November 7 | 2-2:45 p.m.
Budget Building Fundamentals

► November 13 | 12-12:45 p.m.
The Timeline From Great Idea to Project Execution

► December 5 | 2-2:45 p.m.
Analyzing RFPs for Sponsor Hot Buttons

► February 6 | 2-2:45 p.m.
Searching for Non-Federal Grant Funding

► February 12 | 12-12:45 p.m.
Funding Focus: The National Science Foundation's Faculty Early Career Development Program (CAREER)

► March 5 | 2-2:45 p.m.
Improving Your Odds for Success, Even Before Writing Your Application

► March 11 | 12-12:45 p.m.
Common Grant Writing Pitfalls

► April 2 | 2-2:45 p.m.
Goals, Objectives & Outcomes: The "GOO" that Holds a Proposal Together

WISYS.ORG/GRANTS/WEBINARS

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Go Write Your Best Grant Ever!

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