

# DREAM/SENSORS 2007 Communication Workshop #2

Proposal Writing

# Persuasion

- ...is not a dirty word
- ...takes practice
- It helps to follow convention prescribed by your target audience

# Writing a Proposal

- Start with a problem
- Then convince your audience:
  - That the problem is worth solving
  - That you're the right person to solve it
- Read the sponsor's guidelines
- Read the sponsor's guidelines
- Read the sponsor's guidelines

# Outline of a proposal

- Summary and/or abstract
- Introduction/Background
- Research Plan/Methods/Proposed Program
- Peripherals: Budget, letters of recommendation, Curriculum Vitae, References, Appendices, etc.

# Introduction

- Describe the problem
- Describe current research
- Describe a “gap” in the current knowledge

# Research Plan/Proposed Program

- How are you going to solve the problem?
  - Methods
  - Timeline/Schedule
  - Benchmarks/Deliverables
- What resources do you have available?
  - People
  - Research Facilities/Equipment

# Peripherals

- Budget
  - Read the sponsor's guidelines for limits, etc.
  - Match the budget to the scope of the project
  - Justify your requests
- Letters of Recommendation/Support
- Curriculum Vitae
- References

# Summary

- Write it last
- Cut & paste from the content of your proposal
- What do you plan to do?
- Why is it important?
- Why are you qualified to do it?
- What will be the outcomes?

# NSF GRFP

- 2 pages (8.5" x 11")
- 12-point Times New Roman font
- $\geq 1$ " margins
- [https://www.fastlane.nsf.gov/grfp/html/GRFP\\_Applicant\\_User\\_Guide.pdf](https://www.fastlane.nsf.gov/grfp/html/GRFP_Applicant_User_Guide.pdf)
- Due 5:00 PM August 20

# Review process

- Due Monday, 8/20 by 5 PM
- Reviewers will meet Wednesday, 8/22, AM
- NSF Criteria
  - Intellectual Merit
  - Broader Impact