

## KEY POINTS

### How to Develop a Compelling Grant Proposal

#### Module I – What the review team needs to see

1. Follow the directions of the funding guidance.
2. Be clear and concise. What is your big idea?
3. Show how your project fits the funding criteria. Be sure and incorporate feedback you've received from NOAA.
4. Make sure that your grant is well-written and uses an active, not a passive voice.
5. Ask for assistance if you're struggling with your proposal. The best approach is to fill out the Technical Assistance Form on the funding website.
6. Demonstrate that you understand the Big Picture. How does your project impact the surrounding natural areas and nearby residents? Show that you understand the complexity of your project.
7. Show that you understand your audience and their concerns. How would you address these concerns?
8. Demonstrate how your project fits with your program's priorities.

9. Show evidence of past success and how you plan to build on that success.
  
10. Demonstrate how you have cohesive and congenial dynamics within your team.
  
11. Visually convey your project. Help the team envision what you want to do. Paint a picture and tell a story.
  
12. Show that you have others on your side – a diverse set of partners (e.g., local farmers, tribal members, local government staff.) Show that you may have gone out of your comfort zone, rather than just enlisting “the choir.”

### Module 2 – How to earn their trust

13. The big three: present a strong project; show that the agency’s money will be invested well; demonstrate how your team is credible.
  
14. Sell the project by demonstrating its merits. Show measurable outcomes.
  
15. Be honest about uncertainty. Don’t be afraid of mentioning uncertainty or big issues. Show that you have a plan to address or manage.

### Module 3 – Why you need to tell them a story

16. Stories make your proposal more compelling and help reach people’s hearts. Once you identify the parts of your story, you can plug in pieces of the story into the different criteria.
  1. The Set-Up (this and this are true);
  
  2. The Exposition of the Problem (BUT here’s the problem);

3. The Solution (here's what can be done and this is how we can do it).

## Module 4 – Additional Tips

17. Make your point clear when sharing data graphs and charts. Add a sentence at the top.
18. Show diversity in your visuals.
19. Watch acronyms and jargon.
20. Share your successes with your funding agency. Send photographs and stories so that they can see what you've accomplished and can share what you've accomplished with others. Also, circle back to the community groups that you met with.

## **Bibliography**

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\*Referenced in this training