All information provided here comes from the Grants Resources and Services Department at Appalachian State University.

"If you haven’t told us what you want by the end of the third paragraph, chances are you’re not going to get it.”
- J. West, Phillips Petroleum Foundation

Title, abstract, and budget matter the most because they are what sponsors will look at first. If sponsors are not interested in your proposal after reviewing these three sections, it is unlikely they will continue reviewing the rest of your proposal.

“If I can’t understand the title, then I don’t fund it.”
- W. Tilt, National Fish and Wildlife Foundation
Grant writing is:

- Energetic
- Clear and concise
- Reflective of sponsors goals
- Written at a 9th/10th grade level
- Edited to have non-gendered language
- Acronym free
- Informed by goals and detailed with SMART* objectives

The proposal should answer these 8 questions:

- What are you trying to do?
- What has already been done?
- How will your approach be any different?
- What difference will your success make?
- What are the risks?
- How much will it cost?
- How long will it take?
- How will it be evaluated?

* SMART stands for specific, measurable, achievable, relevant, and timely

For More Information visit the Grants Resources and Services webpage at https://grs.appstate.edu/ or contact:

- Ms. Karen Fletcher, Director of Grants Resources and Services, at fletcherkl@appstate.edu
- Ms. Katie Shoaf, Associate Director of Grants Resources and Services, at shoafkm@appstate.edu
- Ms. Lauren Essick, Proposal Development Specialist of Grants Resources and Services, at essicklm@appstate.edu