

# Writing a Winning Grant Proposal: A Funder's Perspective

October 13, 2009





## Context

- 302 grants given
- 211 grantees
- 78 countries and 4 sub-regions
- Topics include:
  - FCTC-related Advocacy
  - Technology
  - FCTC-related Research
- [www.cancer.org/international](http://www.cancer.org/international)

# Evaluation Criteria





# Strengths of a Successful Proposal

- Is in line with the objectives of the grant program
- Provides sufficient context
- Clearly outlines specific objectives, activities, and deliverables
- Includes an evaluation plan and logic model
- Is backed by scientific evidence
- Is complete and submitted on time
- Includes accurate budget calculations and cost estimates supported by fact



# Top 7 Areas of Weakness

1. Proposal is not relevant to the objectives of the grant program or does not follow the guidelines in the RFP

*“Proposal is strictly to do tobacco control research. Applicant does not mention implications for advocacy nor relation to FCTC. Project is not appropriate for this grants program.”*



# Top 7 Areas of Weakness

2. Objectives, activities, and deliverables are not specific

*“Proposal lacks details regarding how local NGOs would be engaged, how the report results would be disseminated, and whom would be the key targets of the information.”*



# Top 7 Areas of Weakness

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3. Grantee does not specify how the impact of the project will be measured

## LOGIC MODEL: LAUNCHING A SMOKEFREE WORKSITE CAMPAIGN

Inputs	Goals & activities	Outputs	Short-term Outcomes (Y1)	Long-term Outcomes (Years 1-3)	Evaluation Indicators & Methods
<p>\$10K grant</p> <p>Grantee's involvement in country/ community</p>	<p>Smokefree Worksite Campaign</p>	<p>Media materials</p> <p>Campaign Toolkit</p> <p>Website</p>	<p>Identification of key business targets</p> <p>Targets are approached to join the campaign</p>	<p>Increased awareness among businesses of the need for smokefree policies</p> <p>More than 50 - 75 percent of key targets join the campaign</p> <p>More than 30 - 50 percent of the key targets are 100 percent smokefree</p>	<p><b>Indicators:</b> Campaign/ media materials and toolkit developed in English and Spanish</p> <p>No. of businesses, NGOs, and governments joining the campaign</p> <p>No. of businesses, NGOs, and governments going smokefree</p> <p>Media coverage of smokefree issues with specific mention of the campaign</p> <p><b>Methods:</b></p> <p>No. of targeted businesses becoming smokefree</p> <p>No. of news/media stories on campaign</p> <p>Surveys to get feedback from companies joining the campaign</p>

# Top 7 Areas of Weakness

## 4. Project is not evidence-based

The screenshot displays the PubMed website interface. At the top, the NCBI logo is on the left, and the PubMed logo with the URL [www.pubmed.gov](http://www.pubmed.gov) is in the center. To the right, it states "A service of the National Library of Medicine and the National Institutes of Health" and includes "My NCBI" with links for "[Sign In]" and "[Register]". Below this is a navigation bar with tabs for "All Databases", "PubMed", "Nucleotide", "Protein", "Genome", "Structure", "OMIM", "PMC", "Journals", and "Books". The search bar contains "PubMed" and "for" with "Go", "Clear", and "Save Search" buttons. Below the search bar are buttons for "Limits", "Preview/Index", "History", "Clipboard", and "Details". The display settings show "AbstractPlus" for display, "20" for items to show, and "Sort By" and "Send to" dropdown menus. A status bar indicates "All: 1" and "Review: 0". The search results list one item: "1: [Nature](#). 2001 Jul 12;412(6843):123-4." To the right of this result is a box containing the word "nature" and a "Links" button. Below the result, there is a "Comment in:" section with a link to "Nature. 2001 Oct 18;413(6857):669." and a "Related Links" section. A red circle highlights the "UC-eLinks" button in the "Related Links" section.



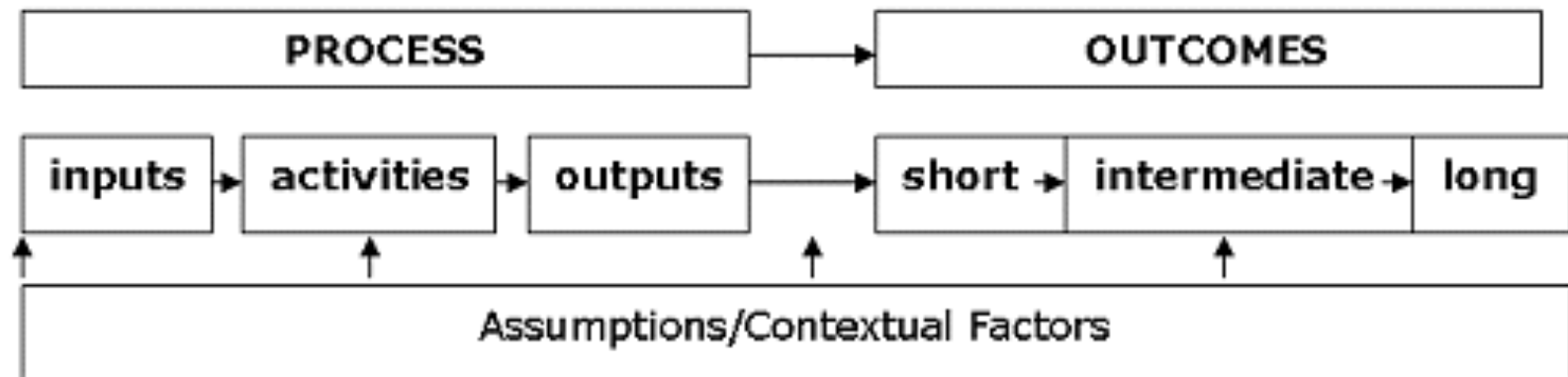
# Top 7 Areas of Weakness

5. It is not clear how/if the project fits with other projects or activities underway

*“This may already be done under a Bloomberg grant?”*

# Top 7 Areas of Weakness

6. It is not clear how the activities will lead to fulfillment of the objectives





# Top 7 Areas of Weakness

## 7. Budget is not reasonable

*“Budget is way over the grant amount.”*

*“They’re spending \$1,500 on markers/pens?”*

*“Where are the costs for training materials?”*

Questions?

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