



Secure the Grant Funding You Need for Your Research Project



Introduction

You've developed your hypothesis, crafted your research, and selected your methodology. But, there's one thing missing: funding.

Even in the best of times, obtaining grant funding is a competitive process that requires a high level of skill. Conversely, when the economy takes a hit, many funding operations are quick to tighten the purse strings. With a smaller pool of funders, this leaves researchers competing even harder with one another to obtain precious grant dollars.

Scientists' research often depends on their ability to secure grant funding. In order to be successful, researchers have to think about how they can position their grant proposals to catch the reviewer's attention. Even after that happens, they must find a way to ensure all of the funding they need.

In this ebook, we'll explain how to write your grant proposal to not only secure your funding, but also to make sure you get all of the money you need for a successful study. Keep reading to learn more about **how to position your grant proposal for success**, **how to ask for what you need**, and **tips for writing an effective grant proposal**.

How to Tailor Your Grant Proposal for Success

Every funder is different, and their unique missions and priorities impact which research projects they decide to support.

While your research will naturally be a better fit for some grants more than others, you should tailor every grant application to meet the funder's unique vision and requirements.

Still, there are some broader trends regarding what kinds of projects funders are eager to support. Consider adding the following components to your research design to catch the grant reviewer's attention:

- **Real-time, real-world data:** Longitudinal studies using the experience sampling method (ESM) allow researchers to better understand the human experience, making your research more impactful.
- **Multidisciplinary research teams:** Building a team of experts from different fields in an effort to tackle the same problem demonstrates your commitment to finding a comprehensive solution.
- **Big data:** Utilizing big data in your research shows program officers how you'll apply cutting-edge technology to capture important insights about your subjects with already-available information. It will also help you support your validity arguments, allowing you to better demonstrate that "what you see happening is actually happening."

Now that you're thinking about how to frame your proposal and what to include, you also need to ensure that you ask for the right amount of funding you need to successfully carry out your research.

How to Ask for Everything You Need in Your Grant Proposal

Drafting a grant proposal in a competitive environment may tempt you to cut items from your budget to appear more fiscally responsible and thus position yourself as a more attractive recipient. This may seem like a wise strategy, but are you ultimately hindering your project's effectiveness before it even begins?

Your proposal should include everything you need to run a successful research project. Don't cut personnel, technology, or tools that you need because you're worried about scaring off funders.

Instead, craft a proposal that clearly illustrates why you need additional funding for these items and how this grant will improve your research. In other words, **show that what you're creating is worth the value you're asking for.**

By outlining the ways in which your project makes an impact and improves the field you're studying, your proposal can showcase the value that you're bringing to the table.

Impact

- Are your research projects producing any effects on your subjects?
- How will you prove and measure these effects?

You'll need longitudinal data to demonstrate any short or long-term impacts from your study. ESM is the leading technique for understanding human experiences as they occur naturally in daily life, and it requires real-time data collection and analysis.

It's crucial that you budget for the tools you need to evaluate your research data, or else your study won't be effective—something grant reviewers can spot easily.



Validate

**Is your research occurring in the real world, and not inside a lab?
How will you demonstrate that your research methods are valid?**

When conducting a longitudinal study in the field, you need real-time data to better understand your audience and implement the appropriate intervention. ESM provides a much larger amount of data points than traditional studies. For example, a traditional 20-question survey for 100 people creates only 2,000 data points. With ESM, a 10-question pulse survey sent three times a day for two weeks to 50 people creates 10,050 data points.

ESM is the best way to understand your subjects, but if you aren't budgeting for the tools you need, it's difficult to prove your study's validity to program officers.

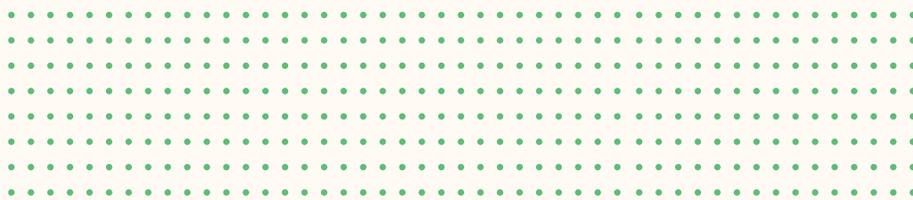
Augment

How can you validate, improve, or extend your previous research?

ESM provides a natural complement to what researchers find in the lab. If your study has a lab component or uses another methodology, ESM can help you demonstrate the real-world implications of your research.

Grant funders don't want your study to exist in a vacuum. Demonstrating how you plan to test your findings in the field will boost your chances of acceptance—but only if you have a plan (and a budget) for what you need.

Funders have a mission to invest in impactful work. In order to accept your proposal, they need to see an outline for a project that generates relevant results and receive a full list of the tools that it needs to be successful. With these items in your proposal, you can provide just that.

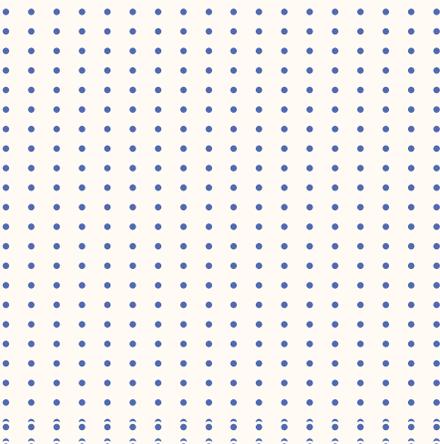


Writing an Effective Grant Proposal

Once you have your positioning and framework in place, it's time to write!

Planning the study is the hardest part, but writing the grant proposal is definitely the most time-consuming. **Here are some of our favorite tips for writing an effective grant proposal:**

- **Read *all* of the guidelines:** Make sure you've read the instructions thoroughly and have everything you need. (This should go without saying, but you'd be surprised).
- **Don't include too much information:** While you need to thoroughly explain your research, this isn't the time for deep-dives. Keep language clear, concise, and focused.
- **Balance enthusiasm and evidence:** If you're not excited about your research, your reviewer won't be either. Balance your informative, scientific writing with language that demonstrates your research team's vision.
- **Make it easy for the reviewer:** Grant reviewers are often fellow researchers and, like you, they have a lot to do. Crafting a well-constructed proposal that connects the dots and is easy to understand will make the reviewer's life easier and boost your chances.
- **Don't give up:** Grant writing is a skill that comes over time. If your grant isn't approved, take the feedback in stride and use it for your next draft.



Conclusion

Since researchers have to compete even harder for funding in the current economic climate, a lackluster application won't cut it. A grant proposal that outlines a comprehensive research project complete with all the tools you need will increase your likelihood of securing the funding you need to create change in your community.

About ExpiWell

ExpiWell is an experience sampling app and data platform that brings together science, people, and technology to advance knowledge, the greater good, and the human experience.

ExpiWell was created by leading social scientists at Purdue University and is powered by the latest in experience sampling methodology. ExpiWell provides researchers with cutting-edge mobile app technology alongside advanced data visualizations and a participant marketplace. ExpiWell technology allows leaders to send pulse assessments to understand what their community is thinking, feeling, and doing in real-time.

Many top research teams allocate grant dollars to utilize ExpiWell and collect human-centered, real-time data. To learn more about our software, visit www.expiwell.com.

Additional Grant Resources

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[NSF](#)

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[John Templeton Foundation](#)

[Templeton Religion Trust](#)

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