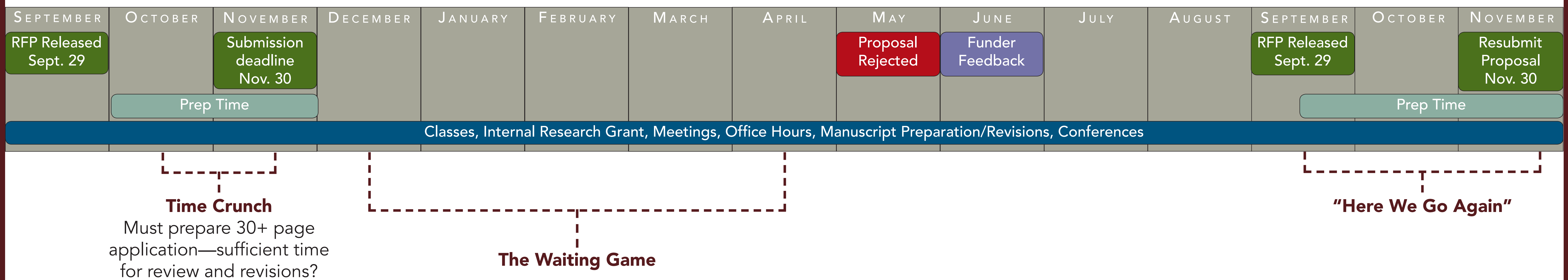


A BETTER INVESTMENT OF TIME & EFFORT: SELLING FACULTY RESEARCH TO TARGETED FUNDERS

TRADITIONAL REACTIVE PROCESS TO SEEK EXTERNAL FUNDING



Most precious commodity

TIME

Most common barrier to high-quality, competitive submission

How Do We Get Around the Time Barrier?

BE PROACTIVE!

- Work Plan
- Concept (White) Paper
- Targeted Funder(s)

BE PROACTIVE! USE CONCEPT PAPER TO SELL PROJECT TO FUNDERS

Establish Research Team	Develop Work Plan	Identify Targeted Funder(s)	Prepare & Submit Concept Paper(s)
<ul style="list-style-type: none"> ✓ team members with aligned long-term research agenda ✓ must “play well” together 	<ul style="list-style-type: none"> ✓ describe problem/need/gap being addressed ✓ operationalize project (scope of work) ✓ identify collaborators/resources necessary for success ✓ determine budget and project period 	<ul style="list-style-type: none"> ✓ match problem to funder priorities ✓ budget consistent with previous awards 	<ul style="list-style-type: none"> ✓ sales pitch linked to funder priorities ✓ significance of problem/need/gap ✓ how project outcomes address problem/need/gap ✓ broader impact of findings beyond project period

IMPROVES EFFICIENCY & EFFECTIVENESS

FACULTY-DRIVEN	SAVES TIME	INCREASES COMPETITIVENESS
Passion		
<p>VS.</p> Parameters		<p>TRADITIONAL → ← PROACTIVE</p>
<ul style="list-style-type: none"> • Start with research passion • Define work faculty <u>wants</u> to do • Present to funder • If necessary, THEN adjust scope of work to fit funder parameters 	<ul style="list-style-type: none"> • Rather prepare 1-2 or 30+ pages? • Eliminates the waiting game for feedback • Conversation with funder about strengths and suggested changes (i.e., reviewer comments) • Funder identifies next step 	<ul style="list-style-type: none"> • Next submission is a “resubmission” • Funder will have a connection to proposal • Easier for funder to recommend award

