
OVERVIEW OF PART TWO

Template/Master Plan for Your Proposal

A successful proposal creates advocacy among reviewers for funding it. Our approach to writing a grant application is based on the premise that, to maximize advocacy, reviewers must be converted from persons who have to read your application to those who want to do so. Thus, this part of the *Workbook* will help you to put the conceptual, exciting side of your proposal up front, where it will be used to "hook" the interest of the reviewers. Our intent is to make them want to read the details that will be presented in the rest of the Project Description.

The recommended format for the 15-page Project Description of a standard grant is:

1. Overview and Objectives
2. Expected Significance
3. Relation to the Principal Investigator's Longer-Term Goals
4. Background:
 - Review of Relevant Literature
 - Results From Prior NSF Support
 - Preliminary Studies
5. Relation to Other Work In Progress:
 - By the Principal Investigator
 - By Investigators Elsewhere
6. Research Plan:
 - Develop each Specific Aim
 - Introduction
 - Research Design
 - Expected Outcomes
 - Potential Problems and Alternative Approaches
 - Timetable
7. Broader Impacts

Part 2 of this *Workbook* will help you craft the template or master plan for the Project Description (Chapters 7 through 9), as well as to maximize the programmatic relevance that your project has to the NSF funding opportunity that you are targeting (Chapter 10).

CHAPTER SEVEN: Overview & Objectives Section: Conceptual Framework for Creating a Bulleted Outline

This part of the Project Description addresses the conceptual approach that underlies formulation of the Overview & Objectives section and will introduce you to the specific purpose of each of the components that collectively comprise this section. After doing so, you will be assisted in creating the bulleted outline that will inform the writing of the O&O section.