

**WRITING A JOURNAL ARTICLE VS. CRAFTING A PROPOSAL**

Preparing a scholarly work is very different than crafting a proposal for external funding. Simply put, the scholarly work is an informational piece whereas the proposal is a sales pitch.

We say “crafting” because deliberate, strategic decisions must be made throughout the writing process to boost the competitive position of the proposal. A competitive proposal results from diligent homework about the targeted funder. The proposal is then crafted to ensure it

* reflects the funder’s mission and priorities;
* stresses the significance of the project and its broader impacts (the “so what?”);
* avoids terminology and jargon understandable only to experts in the field; and
* uses compelling language to draw in reviewers and keep them excited about continuing to read.

Talk with [Stephanie A. Korcheck](mailto:sk18@txstate.edu), Research Coordinator for Proposal Development, about specific strategies to sell your research idea.

|  |  |
| --- | --- |
| **Academic Writing** | **Grant Writing** |
| Scholarly Pursuit:  individual passion | Sponsor Goals:  service attitude |
| Past Oriented:  work that has been done | Future Oriented:  work that should be done |
| Theme-Centered:  theory and thesis | Project-Centered:  objectives and activities |
| Expository Rhetoric:  explaining to the reader | Persuasive Rhetoric:  “selling” to the reader |
| Impersonal Tone:  objective, dispassionate | Personal Tone:  conveys excitement |
| Individualistic:  primarily a solo activity | Team-Focused:  feedback needed |
| Few Length Constraints:  verbosity is rewarded | Length Constraints:  brevity rewarded |
| Specialized Terminology:  insider jargon | Accessible Language:  easily understood |

Porter, R. (2007). Why Academics Have a Hard Time Writing Good Grant Proposals. *The Journal of Research Administration*; 38(2), 161-167.