

**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, Research Coordinator for Proposal Development, about specific strategies to sell your research idea.

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| **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.