

Tim and Eliane's "5 Cs" for effective grant writing

- 1. Context: identify with interests of funding agency and potential reviewers for your grant proposal**
Take the time to read the granting agency's statements concerning the priority theme directly related to the proposal you are submitting.
- 2. Competent: Make sure you know the facts**
Be clear on what you can do within the context of the grant call versus what you would like to do; be enthusiastic about the aims of the grant call and don't try to sneak in what you really want to do. No lip service.
Clearly state how you will get the work done; your output and outcome communication strategy will align with the achievement of these priorities and their dissemination.
- 3. Coherent: well organized, linked together**
Make sure your research has a feasible timeline and a realistic budget, and that the capacity of your team is up to the challenge and aligned with the grant call. Include strategy of how outcomes will continue to be implemented beyond scope of grant.
- 4. Concise: focus on what is important; avoid the trivial**
Address the most important issues and points up-front. Ensure you state clearly and briefly how your research aligns with the granting agency's priority theme you are responding to, as well as its overall objectives in the overarching field.
- 5. Compelling: make the grant reviewers/funding agency team want to read your whole proposal**
Provide a compelling justification for why your proposed research is unique, innovative and worthy of being funded within the context of the grant call, as well as within the current knowledge and awareness of priority challenges in field of interest. Why is it essential that it be done now?