Turning an Idea into a Fundable Project

Purpose Statements, Goals, and Objectives

Turning an idea into a more tangible, fundable project proposal is easier than it seems; all you need is a clear purpose statement that is defined by a list of goals and objectives.

- **Purpose Statement**: must be clear, concise, and as specific as possible. This will be the guiding principle that allows you to set goals and objectives. Everything will all come back to, and should revolve around, what you assert in your purpose statement.

- **Goal**: a goal is the purpose toward which an endeavor is directed. It should explain the generic actions or outcomes that you are striving towards in the long term; think of overall tasks that will serve your purpose statement. You should have multiple goals.

- **Objective**: a more detailed description of how your actions and efforts will accomplish the goals you have set in relation to your purpose statement. Your objectives should list specific actions that you will take in order to achieve your goals, and they should be both measurable and attainable in the short term; think of specific tactics you will use to succeed in your project. For each goal you should have at least one objective guiding how you will complete that goal.

You want funding? You need a clear purpose statement, goals, and objectives.

More Tips for Creating a Successful Project Idea

To make this process as quick and hassle-free as possible, don’t forget about these few things:

- **Creating a Timeline**: attempt to outline, as accurately and precisely as possible, how long you intend for this project to take, how long the funding should be for, if and when any reports are due, if there is a dissemination requirement, and lastly, if and when you will be evaluating your project overall.

- **Summarize the Project**: part of turning an idea into a project includes summarizing all the small details into one, large proposal. Make sure that each smaller idea/project relates to the larger goal, and that all of your plans are encompassed in your summary and purpose statement. Be as clear as possible, and always keep in mind how much funding each project will require and for how long.

- **Remember Your Audience**: sponsored research and programs ultimately funds projects that will benefit the Gonzaga community, especially the students. Always explain not just what the project is, but how it will benefit other students and faculty members.

- **Simplify**: explain everything that you need to in as clear and understandable terms as possible. No extra fluff necessary, either; only describe what is pertinent to the project.

Need More Help?

- Gonzaga’s own SRP office and website.
- Grant Writing for Dummies, by Beverly A. Browning.

Upcoming Issues

June’s issue will focus on how to collaborate with other faculty members on future projects, and the benefits of working together.

Don't Miss It!