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**About Us**

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**Guidelines, Grant Applying**

**Do Your Homework**
Review: Who was funded in the past? Why?

**Picture This**
Include figures, tables, even an infographic.

**Invite Outsiders IN**
Ask generalists to review your application for clarity.

**Stay Local**
Seek organizations focused on your geographic area.

**Network**
Send the names of the grant trustees to your board. A phone call between "friends" can get you on the radar of the funders.

**Sell Yourself**
Summarize how your skills benefit the mission of the grant.

**Thank Them**
Funding or no funding, write an old-fashioned Thank You note.

**Tips for Good Writing**

**When In Doubt—Cut It Out.** Edit, re-read, and revise. Hire an editor to clean up your responses.

**Dumb It Down.** Exclude jargon and esoteric language.

**Answer The Question.** Yes. Really. Answer the question. If asked a Yes or No question, begin with Yes or No and next an explanation addressing only what is asked.

**Follow The Rules and Conform.** Abide page length, format and layout guidelines, and appendices rules—this is not the place to get creative.

**Contact**

To learn more about grant support, contact the Pearson Proposal & Grant Services team.

hedgrants@pearson.com

@hedproposals

pearson.com/us/higher-education/products-services-institutions/educational-grants-help.html