

# Pearson Higher Education

## Grant Support Services

### About Us

We are experienced proposal writers who have worked in higher education, technical writing, and editing for years.

Put our experience to good use to help fund your big idea!

### Contact

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

[hedgrants@pearson.com](mailto:hedgrants@pearson.com)

 [@hedproposals](https://twitter.com/hedproposals)



Pearson



### 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.