



# **The Money Hunt: Finding and Evaluating External Funding Opportunities**

# **Understanding Funding Opportunities**



## Why Sponsors Make Grants



Concern about  
a problem

+



Resources to  
invest in  
solving it

=



Creation of a  
grant  
program

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## Sponsors want to know why

? **Why** are you asking us to fund this project?

? Why are **you** asking us to fund this project?

? Why are you asking **us** to fund this project?

? Why are you asking us to fund **this** project?

## Preparing to Search

- Project planning
  - ◆ What is the problem you want to solve or the need you want to meet?
  - ◆ How do you plan to achieve your goals?
  - ◆ How much money do you need?
  - ◆ How much time do you need?
- List of keywords
  - ◆ Consider relevant alternative terms
  - ◆ Broad and specific

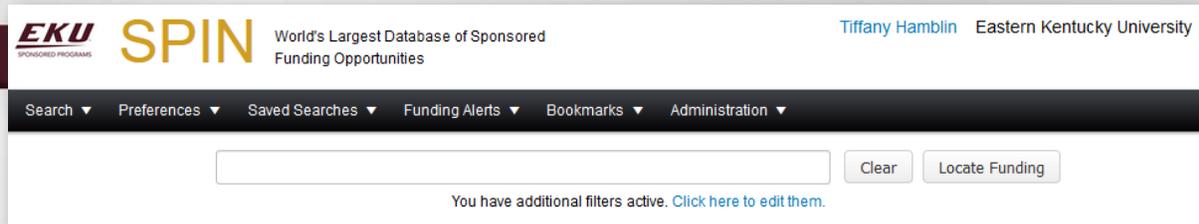


## Where to Look for Funding Opportunities



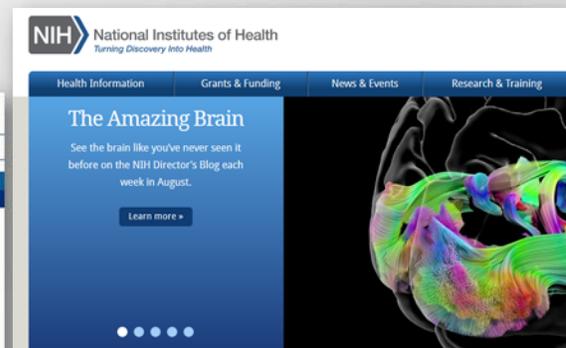
# Sponsored Programs Information Network

- [InfoEd's Sponsored Programs Information Network \(SPIN\)](#) is a subscription database with Federal and private funding opportunities.



# Federal Agency Websites

- Most [Federal agencies](#) have a "Grants" or "Funding" page on their websites.



# State Agency Websites

- Some [state agencies](#) will have grant information available online.
- Connect professionally with state agencies in your field.

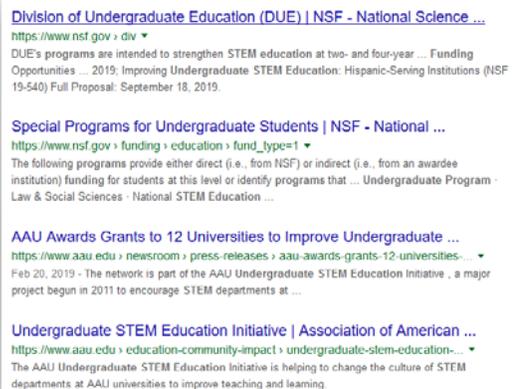


The screenshot shows the Kentucky Historical Society website. At the top, there is a navigation bar with links for "FOR EDUCATORS", "FOR GENEALOGISTS", "FOR RESEARCHERS", and "FOR ORGANIZATIONS". Below this is a main menu with "VISIT", "RESOURCES", "GET INVOLVED", "EVENTS", and "BRING KHS TO YOUR TOWN". The main content area features two sections: "PROJECT GRANT" and "TRANSCRIPTION AND INDEXING GRANT". The "PROJECT GRANT" section includes a description of grants supporting oral history research and a link to "Download the grant application (PDF)". The "TRANSCRIPTION AND INDEXING GRANT" section includes a description of grants for transcribing or indexing oral history interviews and a link to "Download the grant application (PDF)".

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# General Internet Searches

- Examples:
  - ♦ "Funding for undergraduate STEM programs"
  - ♦ "Educational research grants"
  - ♦ "Grants for biochemistry research"
- Cautions:
  - ♦ Consider source and reliability of information
  - ♦ Never pay for information



The screenshot shows search results for grant information. It includes three entries:

- Division of Undergraduate Education (DUE) | NSF - National Science ...**  
<https://www.nsf.gov/div>  
DUE's programs are intended to strengthen STEM education at two- and four-year ... Funding Opportunities ... 2019: Improving Undergraduate STEM Education: Hispanic-Serving Institutions (NSF 19-540) Full Proposal: September 18, 2019.
- Special Programs for Undergraduate Students | NSF - National ...**  
[https://www.nsf.gov/funding/education/fund\\_type=1](https://www.nsf.gov/funding/education/fund_type=1)  
The following programs provide either direct (i.e., from NSF) or indirect (i.e., from an awardee institution) funding for students at this level or identify programs that ... Undergraduate Program - Law & Social Sciences - National STEM Education ...
- AAU Awards Grants to 12 Universities to Improve Undergraduate ...**  
<https://www.aau.edu/newsroom/press-releases/aau-awards-grants-12-universities-...>  
Feb 20, 2019 - The network is part of the AAU Undergraduate STEM Education Initiative, a major project begun in 2011 to encourage STEM departments at ...
- Undergraduate STEM Education Initiative | Association of American ...**  
<https://www.aau.edu/education-community-impact/undergraduate-stem-education-...>  
The AAU Undergraduate STEM Education Initiative is helping to change the culture of STEM departments at AAU universities to improve teaching and learning

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## Funding Acknowledgements

- If other universities have projects or programs similar to those you are looking to fund, look for funding acknowledgements.
  - ♦ Example: "This research is funded through grant number DEB153413, totaling \$287,154 from the National Science Foundation."
  - ♦ Example: "This program is made available to students at no cost thanks to a generous donation from the Ford Foundation."



## Professional Organizations

- Many professional membership organizations have small grant programs, especially for travel and seed funding.

### APPLYING FOR KAS GRANTS

2019 KAS Research Grant recipients

The annual deadline for KAS Research Grant Applications is November 15.

Please familiarize yourself with [Terms and Conditions for all KAS Grants](#).  
Please send inquiries to [Grants Chair Rodney King](#)

The following sources of research funding are available through the Kentucky Academy of Science:

[Marcia Athey and Botany Funds](#)

[Special Research Program](#)

[Undergraduate Research Program](#)

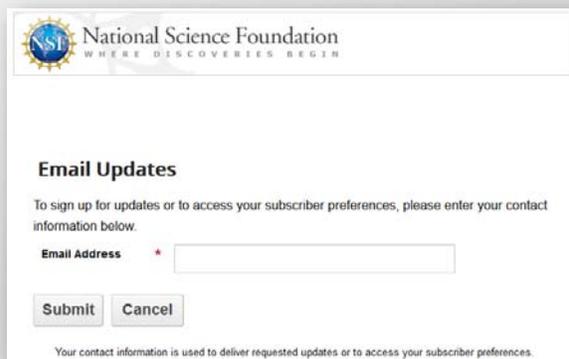
- [Supply grants](#)
- [Summer Research Grants](#)

[Athey Science Education & Outreach Grant](#)



## Other Sources of Information

- Listserves and Newsletters
- Funding Alert E-Services
  - ◆ SPIN
  - ◆ Sponsor Mailing Lists
- Professional Networking
  - ◆ Conference Presentations



National Science Foundation  
WHERE DISCOVERIES BEGIN

### Email Updates

To sign up for updates or to access your subscriber preferences, please enter your contact information below.

Email Address \*

Your contact information is used to deliver requested updates or to access your subscriber preferences.

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## General Tips

- Understand that not all project ideas will be fundable.
- Be prepared to modify your original idea to make it fundable.
- Focus on presenting external needs.
- Do not expect to find the perfect sponsor immediately.
- Take a proactive approach to finding sponsors.

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# Evaluating Funding Opportunities



## Evaluating Funding Sources



**Eligibility**



**Appropriateness**



**Types of Support**



**Time Frame**



**Likelihood of Success**



## Eligibility

- What types of organizations are eligible to apply?
- Does the sponsor require applications to be submitted from co-applicants? Is a community partner required?
- Are there project director eligibility requirements (new investigator, tenure-track position, specific fields, etc.)?



## Appropriateness

- Does your project align with the overall mission of the sponsor?
- Does your project align with the opportunity's funding priorities?
- Do you have the expertise and time to complete the project activities if funded?
- Are space and resources available to enable you to effectively complete the project?



## Types of Support

- Evaluate whether the sponsor offers support that will be beneficial to your project.
  - ◆ What requirements are there for how the money can be spent?
  - ◆ How much financial support is available?
  - ◆ Are matching funds required?
  - ◆ How long will the sponsor support the project?

## Time Frame

- Consider the complexity of the application process compared to the amount of time you have to prepare the application materials.
  - ◆ Do you have enough time to gather any data you need and formulate a solid plan for the project?
  - ◆ Do you have enough time to develop collaborative partnerships if needed for the project?
  - ◆ Do you have enough time to prepare a competitive application?
  - ◆ Do you have enough time to secure the support of your Chair/Director and Dean and have the application routed for University approvals?

## Likelihood of Success

- Has this sponsor previously funded projects that are similar to the one you want to propose?
- How many projects will be funded?

Expected Number of Awards: 103

CFDA Number(s): 47.041 – Engineering

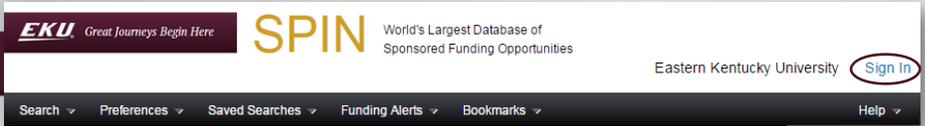
Cost Sharing or Matching Requirement: No



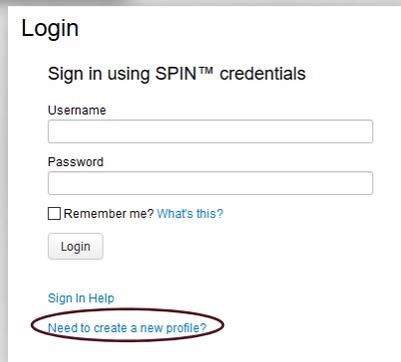
**Using the SPIN  
Database**



# Creating a New SPIN Account

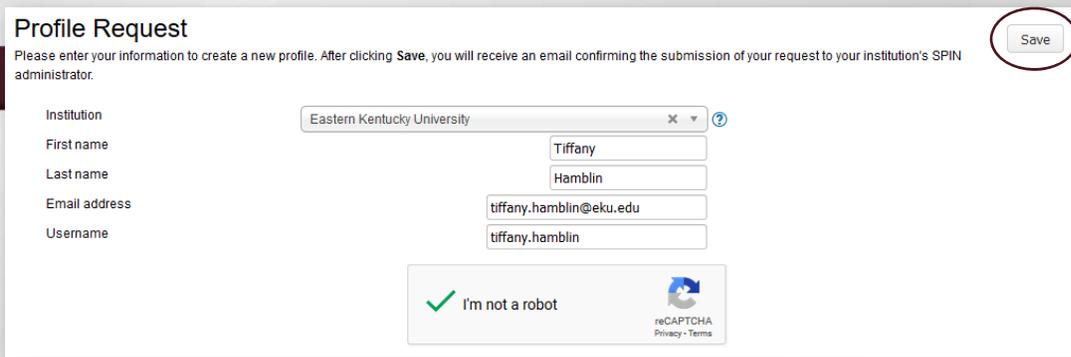


- Access SPIN initially from an on-campus network connection
- Click "Sign In" in the upper right corner
- Click "Need to create a new profile?"



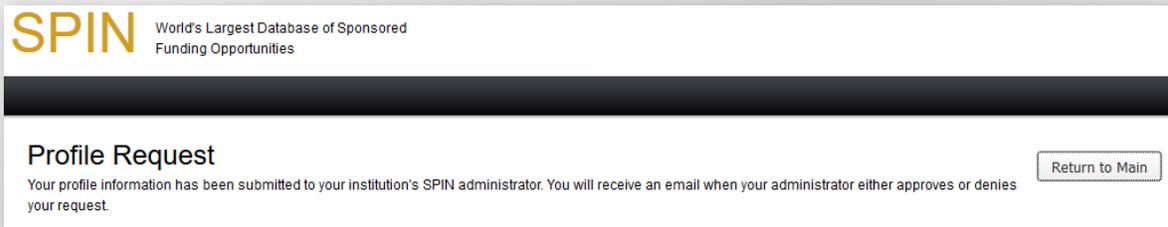
# Creating a New SPIN Account

- Enter First Name, Last Name, and Email Address
- Choose and enter a User Name
- Click Save



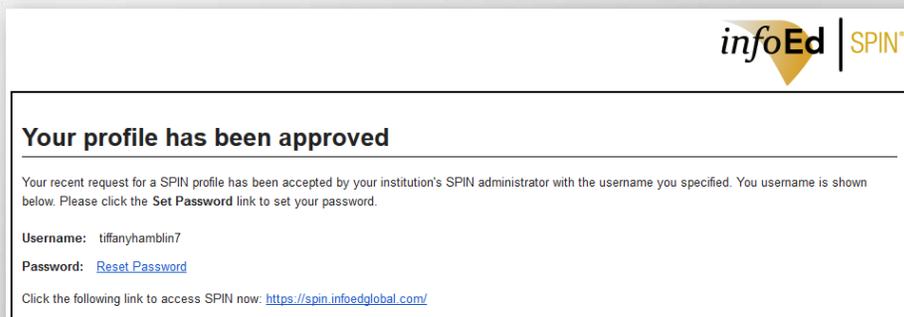
# Creating a New SPIN Account

- Confirmation message for profile validation
- Profiles are generally validated within 24 hours



# Creating a New SPIN Account

- Receive approval email once profile has been validated
- Click link for "Reset Password" to set up initial password



# Creating a New SPIN Account

- Choose and enter a password
- Confirm password by entering it a second time
- Click Reset

The screenshot shows the SPIN website header with the logo and tagline 'World's Largest Database of Sponsored Funding Opportunities'. Below the header is a dark navigation bar. The main content area is titled 'Reset Password' and contains the following text: 'Please enter a new password and confirm it below. If your SPIN administrator has set up any password policies regarding the strength of institutional passwords, they will be enforced before you can submit your changes.' There are two input fields: 'Password' and 'Confirm password'. A 'Reset' button is circled in red in the top right corner of the form area.



# Creating a New SPIN Account

- [Sign in](#) to account

The screenshot shows a 'Login' form with the following elements: 'Sign in using SPIN™ credentials', 'Username' input field, 'Password' input field, a 'Remember me? What's this?' checkbox, a 'Login' button, a 'Sign In Help' link, and a 'Need to create a new profile?' link.

The screenshot shows the SPIN website header with the logo and tagline 'World's Largest Database of Sponsored Funding Opportunities'. To the right of the header is the text 'Eastern Kentucky University' and a 'Sign In' button circled in red. Below the header is a dark navigation bar with links for 'Searches', 'Funding Alerts', 'Bookmarks', and 'Help'.



# Using SPIN

- Basic Search
- Save Searches
- Bookmark and Share Opportunities
- Sign up for funding alerts

The screenshot shows the EKU SPIN website interface. At the top left is the EKU SPIN logo, with the tagline "World's Largest Database of Sponsored Funding Opportunities". To the right of the logo, the user's name "Tiffany Hamblin" and location "Eastern Kentucky" are displayed. Below the logo is a navigation menu with dropdown arrows for "Search", "Preferences", "Saved Searches", "Funding Alerts", "Bookmarks", and "Administration". A search input field is present, followed by "Clear" and "Locate Funding" buttons. Below the search field, a message states "You have additional filters active. [Click here to edit them.](#)". The EKU SPIN logo is also visible in the bottom right corner of the page.

