

M... I... S... C... H... F... 1999. A...

Step 1: Be Clear on the Grant Proposal Message

I... E... C...

Distinguish Needs from Solutions that Meet the Needs

O... O... ()... *needs statement*,... T... F... I... B...

T... (C... , 1997). G... M... B... (H... , 2004, .68). S... /... (F... et al., 1995, .64). A... T... /... E... A... T... ()... T... ()... T... ()... F... 1. T... (J... -S... , 2002). S...

Modality Approach to Grant Writing

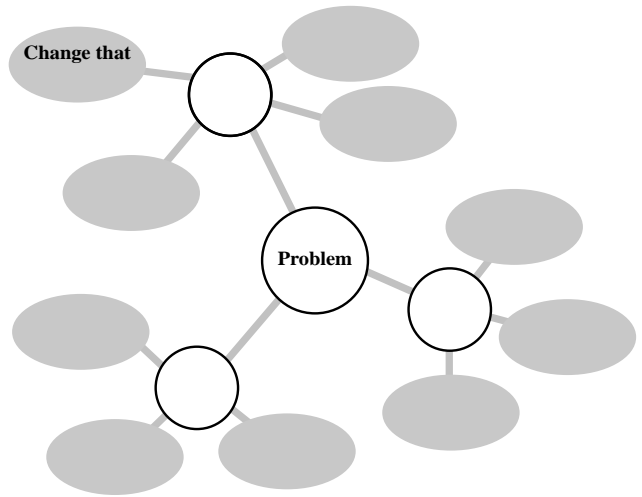
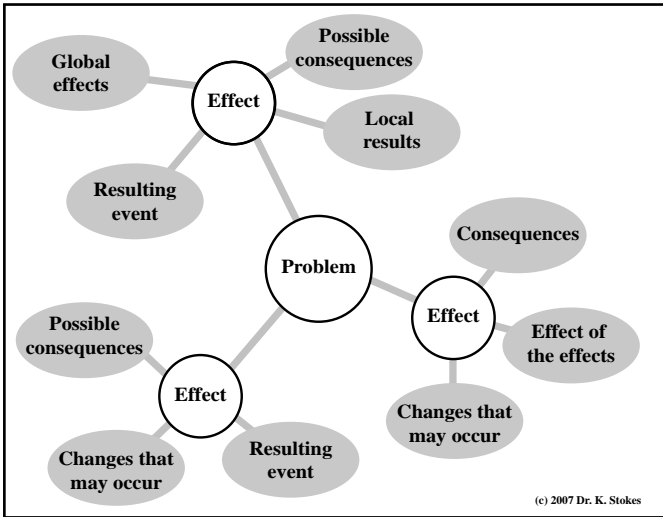


Figure 1. Logical Mind Mapping Exercise Shows the Existence (and Severity) of a Problem

T

()

F 2

C

O

(W ? W ?)

(J -S , 2002). A

T

D

Explain Goals Clearly as Making a Specific Change

O

T

how much *what kind* *change*
target area/population *specified time*
money. A

()

T

()

O

O

T

(H , 2004, 4). S

I

50%,

(B , 1999).

S

F

Modality Approach to Grant Writing

Act I – setting up the story – where, when, who, why, what, how	
Setting	A working class neighborhood of 82 houses
Protagonist	Our community and your grant-making agency working together
Imbalance faced	Rising crime rates are threatening to ruin the lives of 82 American families with fear / threat of serious losses (property and maybe life)
Balance sought	The original peace can be restored to these families
Solution to pursue	Training a volunteer Neighborhood Watch program can empower residents to reduce crime and eliminate fears that currently grip them
Act II – developing the action with facts and evidence	
<i>Main point 1</i> Neighborhood Watch programs work	Supporting point 1.1 evidence from research
	Supporting point 1.2 evidence from other Neighborhood Watch programs
	Supporting point 1.3 evidence from local police department crime reports
Main point 2 The residents of this area are properly motivated	Supporting point 2.1 48 neighbors made commitments to participate
	Supporting point 2.2 elderly and disabled folks agreed to provide coffee
	Supporting point 2.3 parents of small children agreed to provide batteries, etc.
Main point 3 Local police are willing to work with volunteers	Supporting point 3.1 police have given a list of needed safety equipment
	Supporting point 3.2 police will train volunteers on two evenings for free
	Supporting point 3.3 All that is needed is \$1,600 to purchase safety equipment
Act III – frame the resolution	
Crisis	[Briefly restate the crisis / problem and its negative effects] Rising crime rates are threatening to ruin the lives of 82 American families with fear / threat of serious losses (property and maybe life)
Solution restated	[Repeat something the audience already knows—the needed solution] Peace can be restored to these families with the right action plan
Climax	[Provide an overall “theme” to bring together all parts of the message] “Neighborhood crime need not be the end of an American community”
Resolution	[Provide a simple, catchy phrase to plant your idea in the minds of the audience and prompt them to view your project favorably] Empowering individuals can revitalize American communities

Figure 3. A Storyboard Template Can Be used for Organizing a Grant Proposal. Atkinson's Storyboards Organize Complex Information with Both Logical Facts and Emotional Appeals

T...
 S... C... H...
 H... F... I...
 H... F... I...
 P...
 RFP...

Practical experience with modality analysis

W... S... C...
 H... F... 1999...

(D... & D..., 1987;
 G..., 1991; M..., 1992; S..., 2002). J...
 (S..., 2003, p. 33). F...
 (S..., 2003). S...

Figure 6, 7

T... (Figure 6)
 H... F... T... (Figure 7)



Visual words: spectrum, focus, vision, focusing

Auditory words: communication, named

Kinesthetic words: sending, across, produce, re-sponded, care, basic and applied, grew, encompass, demonstrating, expanding, established, create, support, service, created, held, creation, integrated, operate, sites, stepped down, strengthening, areas of collaboration, sharpening, emerging, revitalized, substantive, exploring, approach, impact, delivery, moving, targeting, held, pressing, impact, through, areas, mov-

ing, and (2) the *kinesthetic* words, which are related to the sense of touch and movement. The *kinesthetic* words are: sending, across, produce, re-sponded, care, basic and applied, grew, encompass, demonstrating, expanding, established, create, support, service, created, held, creation, integrated, operate, sites, stepped down, strengthening, areas of collaboration, sharpening, emerging, revitalized, substantive, exploring, approach, impact, delivery, moving, targeting, held, pressing, impact, through, areas, mov-

Example of Modality Analysis Applied to a Government RFP

Microsoft® PowerPoint® is a powerful tool for creating presentations. I have used it for many years and I have found it to be a very effective tool for creating presentations. I have used it to create presentations for the U.S. Department of Agriculture (Figure 8) and the U.S. Department of Transportation (Figure 9). I have also used it to create presentations for the U.S. Department of Energy (Figure 10) and the U.S. Department of Health and Human Services (Figure 11). I have found that Microsoft® PowerPoint® is a very effective tool for creating presentations and I highly recommend it to anyone who is looking for a way to create presentations that are both effective and easy to use.

Further Research and Applications are Needed

I have found that Microsoft® PowerPoint® is a very effective tool for creating presentations and I highly recommend it to anyone who is looking for a way to create presentations that are both effective and easy to use. I have also found that Microsoft® PowerPoint® is a very effective tool for creating presentations and I highly recommend it to anyone who is looking for a way to create presentations that are both effective and easy to use. I have also found that Microsoft® PowerPoint® is a very effective tool for creating presentations and I highly recommend it to anyone who is looking for a way to create presentations that are both effective and easy to use. I have also found that Microsoft® PowerPoint® is a very effective tool for creating presentations and I highly recommend it to anyone who is looking for a way to create presentations that are both effective and easy to use.

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