

MEMORANDUM

TO: Dr. Candice Welhausen
CC: Dr. Derek Ross, Dr. Chad Wickman
FROM: Brandi Jean Jones
DATE: February 09 2020
SUBJECT: Grant Package – Meta-Analysis (Grant Writing)

This memorandum, for the attention of my Masters of Technical and Professional Communication (MTPC) graduate committee, is to detail and analyze my completion of a grant package completed in Dr. Derek Ross's English 7070 course, Grant Writing.

This memorandum will detail the background of the project, the overall goal and execution of the project, and the rhetorical choices that I made as a technical and professional communicator to best serve the needs of my client.

Keywords: grant writing, campus food pantry, technical communications

Background of Project

This grant package was completed individually in Dr. Derek Ross's English 7070 course, Grant Writing, in Fall 2019. The project consisted of working with a client to research, write, and compile a grant package to be submitted for funding consideration. This project was completed for Auburn University's Auburn Cares organization, located in Auburn, AL.

During this project, I was responsible for working closely with a client to:

- determine a prospective project and create a project outline
- research funding opportunities for said project and work with the client to choose a potential funder
- craft a grant package using rhetorical strategies for consideration of said funding opportunity
- assist the client in packaging and submitting the grant for consideration of the funding opportunity.

Audience of Project

The primary audience of the project was the grant committee of the elected funding opportunity, The Donaldson Foundation. The Donaldson Foundation is a subsidiary of The Donaldson Company, a company that has a significant manufacturing presence in Auburn, AL that offers community grants. The Donaldson Foundation's mission is to positively impact the communities in which Donaldson Company employees live and work by supporting education-related projects.

Goal and Execution

The goal of this project was to support Auburn Cares by crafting a grant package for its Campus Food Pantry project that successfully used rhetorical strategies to appeal to the grant committee of the Donaldson Foundation.

To best understand the needs of my client, I had introductory consultations where I met with Katherine Hettinger (Manager of Auburn Cares) to determine the exact wants and needs of her organization. Using this information, I was able to research appropriate funding channels and determine the best funding opportunity- The Donaldson Foundation. I then conducted thorough research into the foundation to discover trends in their funding patterns and to get a better idea of which rhetorical strategies would work most effectively. I was able to use these insights to craft a grant package that would appeal best to the foundation, and that would give Auburn Cares an advantage in the competitive funding process.

Statement of Need

Following Geever's (2012) advice of displaying a clear "sense of how the grant will help further the mission of the organization," I situated the Statement of Need at the forefront of the grant package, carefully aligning both the mission of Auburn Cares and The Donaldson Foundation straightaway. Using distinct phrasing, I was able to demonstrate how both organizations had missions that aimed to achieve the same goals, therefore showing that Auburn Cares is a worthy candidate of funding consideration.

For example:

"Auburn University Campus Food Pantry's mission, **similar to the Donaldson Foundation**, is to assist the educational goals of individuals in our community. This project **relates explicitly** to the advancement of educational goals by supporting AU students through the struggles of food insecurity."

Student Testimonials

Aiming to use a pathos-based rhetorical strategy to appeal to the emotions of the audience, I strategically added student testimonials throughout the grant package to prove Auburn Care's impact on the Auburn community. Following Stringfield's (2013) claim that "emotional content should be balanced with reasoned logic and data," I paired the student testimonials with information displaying how the campus food pantry will have an increase in use, therefore a clear need for additional funding (a logos-based rhetorical strategy).

Statement of Support

To exhibit Auburn Cares' credibility in the community, I assisted in requesting a letter of support from a notable community member that is familiar with the services provided by Auburn Cares. This letter of support enhanced the overall grant package by following Stringfield's claim that "an agency or organization with an established and sound reputation for providing quality services will have a better chance at continued funding than an agency or organization with no, or a poor,

reputation" (Stringfield, 2013). Utilizing this ethos-based rhetorical strategy further demonstrated to the Donaldson Foundation Auburn Cares' credibility and reputation in the community.

Conclusion of Project

Upon completion of the English 7070 course, I began a semester-long internship with Auburn Cares to further research and obtain funding opportunities for the Campus Food Pantry.

The grant package was submitted for consideration in May 2020 and is still currently under review by the Donaldson Foundation.

Contact

If you have any questions or comments regarding the grant package, please contact me at bjj0011@auburn.edu.

References

Geever, J. C. (2012). *The Foundation Center's guide to proposal writing* (6th ed.). New York, NY: The Foundation Center.

Stringfield, M. (2013). *The art and science of persuasive grant writing: An empirical framework for writing winning grants*.