Show Me the Money:
Using Pivot to Find Funding Opportunities for Community Engaged Research

Jessica Venable
Grant & Research Analyst
Office of the Vice President for Research
Virginia Commonwealth University

www.research.vcu.edu
Prepare for Your Search

- Write a lay-language prospectus.
  - Keywords, target population, methodologies, areas of innovation, collaborating disciplines, outcomes and impact.

- Determine type of funding needed. May include:
  - Research
  - Travel
  - Fellowships
  - Meetings, conferences
  - Curriculum, programming
  - Consulting, contracts
  - Prizes, awards...

- Consider timing and deadlines.
Prepare for Your Search: Pitfalls

- Not having a clear idea of what your project is/could be.
- Thinking you can “shop around” a single proposal.
- Not leaving enough time to prepare.
- Not searching and applying strategically.
- Not soliciting a wide variety of advice, and then critically analyzing that advice.
- **Being too specific.**
Diabetes Outreach

Poverty

Under-served Pop.

Public Policy

Nutrition
pivot.cos.com
Getting in the Right Mindset

How the Database Thinks

How You Think

How Sponsors Think

How the Database Thinks
It’s not an ATM.
Ways of Searching Pivot

1. Quick Search
   - Search across all available funding opportunities.

2. Sponsor Search
   - Search for all programs in the database attached to a specific sponsor.

3. Search Advisor
   - Find funding matches based on expertise profiles.

4. Advanced Search
   - Constructs a targeted, field-specific search using search boxes, browsing windows, and pick lists.
Managing Your Results: Account Benefits

- Save to tracked list
- Save to active list
- Share with others
- Receive alerts
- Save query
- Find collaborators
- Find other opps like this one

Good opp?
LIVE DEMONSTRATION OF COS PIVOT
Navigating the Pivot Landing Page

1. Quick Search
2. Sponsor Search
3. Search Advisor, *(Funding matches based on expertise)*
4. Advanced Search

- Sign-in
- Manage account
- Claim profile
Select: United States; Virginia; Unrestricted; Unspecified

Select: Country/ies of citizenship and residency; Unrestricted; Unspecified

Select: all that apply

Browse for terms

Select: Academic Institution; PhD/MD/Other Professional; others that apply...

Select: if you want to limit to a certain type of sponsor
<table>
<thead>
<tr>
<th>Educational Grants</th>
<th>Deadline</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corning Incorporated Foundation</td>
<td>Continuous</td>
<td>see record</td>
</tr>
<tr>
<td>Community Service Grants</td>
<td>01 Apr 2014</td>
<td>$5,000 USD</td>
</tr>
<tr>
<td>Massage Therapy Foundation</td>
<td>02 Dec 2013</td>
<td>$200,000 USD</td>
</tr>
<tr>
<td>African Education Alliance</td>
<td>02 Dec 2013</td>
<td>$200,000 USD</td>
</tr>
<tr>
<td>United States Fish and Wildlife Service</td>
<td>02 Dec 2013</td>
<td>$200,000 USD</td>
</tr>
<tr>
<td>Division of Environmental Education and Community Services</td>
<td>02 Dec 2013</td>
<td>$200,000 USD</td>
</tr>
<tr>
<td>Infant/Toddler Series</td>
<td>17 Oct 2014</td>
<td>$90,000 USD</td>
</tr>
</tbody>
</table>

**ABSTRACT**

The Foundation has a longstanding commitment to improving the quality of life in communities where the company has a corporate presence.

The Foundation supports community-based strategic initiatives that benefit the greatest number of people over the...

**ELIGIBILITY**

Only organizations tax-exempt under Section 501 (c) (3) of the Internal Revenue Code and classified as a public charity as defined in Section 509(a) of the Code (unless a public school or library) are eligible.
Funding Opportunities Details

Educational Grants
Opp ID: 3430 | Program or Curriculum Development or Provision | Last edited on 03 Oct 2013

Full Details

Website: [http://www.corningincfoundation.org/](http://www.corningincfoundation.org/)

- Always go to the sponsor’s website for full information.
- If you like the opportunity, put it on your “Active” list.
- Share the opportunity with others.
- “Show more opps like this” to replicate this record.
- Use the keywords of one good record to learn how the database works.
Curated Lists: Community Engagement

1. [Image of navigation menu]

2. [Image of curated list]

3. [Image of list items]

1. **Community Engagement (41)**
   - Created by: Jessica Venable

<table>
<thead>
<tr>
<th>Title</th>
<th>Deadline</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentive Grants for Practitioner Innovation in Immunization Practices</td>
<td>01 Dec 2013</td>
<td>see record</td>
</tr>
<tr>
<td>Grants Program</td>
<td>03 Dec 2013</td>
<td>$150,000 USD</td>
</tr>
<tr>
<td>Public Education Efforts to Increase Solid Organ Donation</td>
<td>03 Dec 2013</td>
<td>$600,000 USD</td>
</tr>
<tr>
<td>IADR Colgate Community-Based Research Award for Caries Prevention</td>
<td>09 Dec 2013</td>
<td>$75,000 USD</td>
</tr>
<tr>
<td>Bringing Theory to Practice: Engaged Learning, Student Civic Development and Student Well-Being</td>
<td>15 Dec 2013</td>
<td>$10,000 USD</td>
</tr>
</tbody>
</table>

http://pivot.cos.com/curated_opps/268
Searching Profiles

- Mine other people’s profiles for funding opportunities and keywords.
- Use the Profiles feature to find collaborators.
Weekly Funding Alerts

COS Funding Alert for Jessica Venable

fundingalert@cos.com
to me

Funding alerts for your saved searches
Results: September 15, 2013

CommunityEngagement
1 funding opportunities

1. [AmeriCorps State and National Grant Competitions](#)
   
   Sponsor:
   Corporation for National and Community Service (CNCS)
   AmeriCorps

   Deadline:
   December 11, 2013
Tips for Using Pivot

- Search the *Curated Lists* first.
- Consider also using “old” keywords.
- Look for keyword patterns.
- Look for an opportunity you know and replicate its description.
- If an opportunity looks “sort of” good, explore the funder’s website for other programs.
- Look up your mentors’ and colleagues’ funding matches. Use their keywords, possible sponsors.
Tips for NOT Using Pivot

- The database **DOES NOT** contain “everything.”
- **OR**, the database does contain “everything,” and we are not searching correctly.
- When searching for a particular opportunity, go to the source.
- Combine search tools. Verify your search logic and findings.
- There is no substitute for word-of-mouth.
Alternative Keywords *(selected)*

- Community outreach
- Social change
- Health promotion
- Youth development or leadership
- Family services
- Poverty & the poor
- Community services
- Health of underserved populations
- Minorities & disadvantaged
- Behavioral or social studies
- Gender issues
- Community & school relations
- Student enrichment
- Educational improvement
- Public policy
- Cross cultural communications
- Civic activities
- Professional development
- Research methodology
- Social measurement & indicators
- Women’s education
- Civil or human rights
- Community health
- Public planning
IN CONCLUSION
Search Strategies

- Review the literature.
  - Emerging areas of study, opportunities for collaboration
  - Emerging sources of funding (check acknowledgements)
- Search for a funding opportunity that you know, then work backwards.
- Look for keyword patterns, ideas.
- **Start broad, then narrow** (especially for graduate funding).
- Explore alternative disciplines, think about where the money is.
- **Think about characteristics of you.**
Office of Research Website

- Access to funding opportunities databases.
- Internal funding opportunities listing.
- Enhanced proposal preparation tools.
  - Award databases, collaboration tools
  - Sample funded proposals
  - Grant writing guides
- Research policies and procedures.

http://www.research.vcu.edu/research_development/index.htm
Individual Grant Search Appointments

- **MCV Campus** – Hunton Student Center, Rm. 209
  - First Tuesday of the month
  - 9:00 am – 2:00 pm
- **Monroe Park Campus** – 809 S. Cathedral Pl., Rm. 103
  - Third Monday of the month
  - 9:00 am – 2:00 pm
- **By Appointment** – Biotech One or S. Cathedral Pl.
  - Can also arrange workshops for larger groups.

http://www.research.vcu.edu/research_development/training.htm
QUESTIONS?