

## **Fulbright: Proposals**

- Answer who/ what/ where/ why/ when/ how for your proposal
- Check for fit/ feasibility
- Make sure it's compelling
- Tailor to your audience

### **Who?**

- Who is involved in the project beside yourself?
- With whom will you be affiliated/ studying/ working?

### **What?**

- What do you propose to do, and what is exciting, new, innovative, or unique about it?
- What contribution will it make to the Fulbright objective of promoting cross-cultural interaction & mutual understanding?
- What is the background of the question/ topic you'll ask/ investigate?
- What are your goals?
- What are your qualifications to do?

### **When?**

- When will you carry out your study or research? Include a timeline. (Typically 6-12 months; see individual award guidelines)
- When will you move to different stages?

### **Where?**

- Where do you propose to working?
- Have a clear commitment to, and description of, how you will engage with the host country community (civic engagement)

### **Why?**

- Why do you want to do it?
- Why does it need to be conducted in this country? (Significance of the project? Motivation for this project? Consequences or intended outcomes? Engagement with, or contribution to the field or to people's lives, to you, and to the host country?)

### **How?**

- Methodology & Goals: How will you carry out your work? (Form it will take? Results do you hope to obtain? Accountability?)
- Do you have adequate formal training/skills/experience? What skills do you need?
- Are your language skills commensurate with the requirements of the project? (if no, how will you fix)
- How will this help further your academic/ professional development?
- Are there any challenges you anticipate? How do you hope to address them?

### **Fit/ Feasibility?**

- Answer how the culture, politics, and resources of the host country/ contacts will impact/ support your work.
- If there could be any question regarding the feasibility of your project, background, or ability to conduct the project, address the issue directly in your statement.
- Use your personal history (education/experiences/interests) to explain how only you can execute this project in the way that you have designed it (how you are most qualified to execute it)

### **Compelling**

- Make sure it's interesting/ impactful by using the hero narrative.
- How does this touch on a big picture topic/problem/discussion? How does your project fill a gap in the discourse? Be bold in your proposal.
- Use good action verbs, vibrant descriptions, and energetic/ heartfelt appeals
- Avoid surface culture (food, traditional holiday celebrations); rather, "deep culture" (social norms, concepts of self vs. group, familial structures, local government, etc.)

### **Audience**

- Clearly/ concisely explain the worth for host & Fulbright Program.
- State what you believe the core purpose of the organization is, and state how your project fulfills this purpose in a novel way.