**Introductory Paragraph**

In this paragraph, your goal should be to introduce your research subject to the reviewers and quickly capture their attention. This paragraph should describe the significant gap in knowledge that directly relates to the critical need the funding entity deals with. It is critical to know your funding entity’s mission statement and ensure the critical need you are trying to fill fits well within its mission. It should include the following information:

First Sentence/Hook:

What is Known:

Gap in Knowledge:

The Critical Need:

**The Secondary Paragraph**

In this paragraph, your goal should be to introduce the solution that fills the gap in knowledge. It is critical to convince your reviewers that you (and your colleagues) have the solution to address the current knowledge gap and the expertise to accomplish this solution. Keep your wording simple, relevant, and to the point. You will want to address the following points:

Long-Term Goal:

Hypothesis and Proposal Objectives:

Rationale:

Qualifications:

**Specific Aims**

In this section, you will describe briefly each of the aims you will use to test your hypothesis. Ideally, the aims should be related, but not dependent, upon each other. If you do this, the failure of one aim (or an unexpected result from one aim) does not negatively influence any other aim or prevent the completion of the other aims.

* Give your aim an active title that clearly states the objective in relationship to the hypothesis.
* Include a brief summary of the experimental approach and anticipated outcomes for each aim.
* If you have room, you may wish to include a sub-hypothesis (the small portion of the overall hypothesis) and a small description of the pay-off of each aim. Including these is helpful to creating the impression that each aim is valuable, testable, and independent of the others.
* To make it easier for the reviewers to clearly read and understand each aim, it is often helpful to use headings and/or bullets to delineate each specific aim.

**Specific Aim 1.**

**Specific Aim 2.**

**Specific Aim 3.**

**Final Paragraph**

This final paragraph of the Specific Aims is often overlooked, but it is vital for the impact of your proposal. Think of your Specific Aims page as an hourglass, where the wide parts represent the general information and global significance, and the narrow parts are the fine details. If you end with the Aims Section (above) you will end on fine details and a narrow scope. An hourglass with a narrow base is unstable and will topple. Therefore, this final paragraph creates a firm, broad base to support your entire proposal.

The final paragraph should include the following important details:

Innovation:

Expected Outcome:

Impact: