

Learn How to Write a Persuasive Letter of Support for Grant

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Acquiring funds for your research is an important milestone for every researcher. As the deadline for submitting the grant proposal approaches, there's a sense of fear that engulfs you into thinking that your application is probably not the best one. While every element of your grant proposal is important to the reviewer, your letter of support for the grant has a potential to strengthen their belief in your research idea. A letter of support may probably not clinch the funding; however, it could make your grant proposal more competitive, especially when it is written by highly influential and renowned individuals or organizations.

What is a Letter of Support for Grant?

A letter of support is a document used to validate the credibility of your research through a third-party testimonial. This testimony should back up your claims of success as well as the promises to deliver results.

The letter implies that other organizations or funders think your proposal has merit. It signifies that your project has the potential of delivering proposed results. In addition, it provides a compelling and persuasive reason for a funder to support your [grant proposal](#).

Who Should Write a Letter of Support for Grant?

Letters of support play a major role in determining whether or not your research project is worthy of [funding](#). Therefore, it is important to identify the right people to write it.

A letter of support can be written by:

- A partner organization
- A major funder
- Another foundation
- A congressional representative
- An outside business such as professional [grant writing services](#)
- A key stakeholder

Furthermore, it could be from community leaders who believe in your project, or from people who will receive the services you propose of providing.

What is the Purpose of a Letter of Support for Grant?

A letter of support for grant helps in determining whether your project is worthy of funding.

The purpose of a letter of support is-

1. Firstly, to establish a level of credibility
2. Secondly, to demonstrate commitment to a research project
3. Thirdly, to show that the planned [collaboration is genuine](#)
4. Lastly, to address the applicant's qualifications and abilities to complete the proposed research

Which are the Four Categories of Letter of Support for Grant?

Ideally, letter of support for grant are of two types:

- Letters from knowledge partners who are supporting the research with monetary aid

- Letters from a person who supports the research idea. However, depending on where the letters of support are sourced from, they are categorized as:
- **Community Leaders:** Letters sourced from community leaders help in establishing the proposers' credibility.
- **Collaborative Partners:** Letters sourced from collaborative partners help in demonstrating that the proposed project will be beneficial to the service community.
- **Contributing Supporters:** Letters written by contributing supporters demonstrate tangible resources being dedicated to the project.
- **Impacted Constituents:** Letters written by impacted constituents help the funder in determining the benefits or repercussions of actions.

Differences Between “Letter of Support” and “Letter of Recommendation”

While confusion may arise from the fact that both letters of support and [letters of recommendation](#) provide key information for reviewers of the funding agency, there still are differences between the two.

Letter of Support	Letter of Recommendation
Demonstrates institutional commitment, collaboration or role in the project.	Requested during fellowship applications, merit review, Career Development Awards, and other programs.
Written by collaborators, key personnel, institutions, and other significant contributors to the research project.	Written by individuals who are not directly involved in the application. However, they must be familiar with the applicant's qualifications.
Letters of support are submitted as part of the grant application.	Letters of recommendation are submitted separately from the corresponding application.

Key Elements of a “Letter of Support” for Grant

The letter of support consists of three main sections: an opening statement or introduction that identifies the project, one or two main body section of the letter to indicate the relationship of the writer to the project seeking funding, and a closing statement to summarize with key points. However, there are some additional sections such as the header and the salutation. Here we discuss the key elements of a letter of support for grant in sequential order of their occurrence.

• The Header

A letter of support must include a heading on the top of the letter. You can include the writer's name, institution, and the date of writing the letter on the letterhead of the organization. In

addition, you must include the recipient's name and contact information in the following line.

• Salutation

Use [appropriate salutation](#) in the letter while addressing the recipient. To be sure, you must research to find out if they go by Dr., Mrs., Mr., or Ms., and address them with, "Dear."

• A Professional Introduction

The first thing one must do while creating a persuasive letter of support is introduce themselves. Writing an attention-grabbing introduction will encourage the reader to continue reading until the end. The simplest way to start your introduction section is to inform the reader—who you are and why they must care?

Furthermore, state the intent of your letter clearly in the first few sentences. Going forward, highlight your relationship with the applicant. Moreover, the best way to position yourself with credibility is by showing that you know the proposed project's subject matter at hand, and that there is value to be obtained from it.

• Main Body

The main body of the letter must justify why funding is necessary for a new initiative or proposed project. Moreover, it should clearly state the belief of the person writer the letter in the project and its results. It must effectively bridge the gap between the person writing and reading the letter. Additionally, it must address all relevant questions that may arise at the potential funding body's end.

• The Conclusion

Finally, the conclusion of your letter of support must summarize all relevant key points. It must reiterate the value of the writer's support while providing any final details.

Important Points to Consider While Writing a Letter of Support for Grant

As letters of support can make a significant difference for applicant/s grant approval, it's important to consider the following points while writing one.

1. It must not be longer than two pages in length.
2. Mention correct proposal details.
3. Provide any additional details or requirements about the project, if necessary.
4. Give a brief description about the role of the letter writer's organization in the project.
5. Discuss expected outcomes from implementation.
6. Letter must follow a professional format with the original signature of the writer.
7. Most importantly, [proofread](#) before sending it out to the potential funder.

Example of “Letter of Support”

Janice Clark
XYZ Company
1456 Trafalgar Square
Hampstead, London, UK.

Dear Dr. Clark,

I am pleased to be writing a letter in support of the proposal (name of the project) being submitted to the (name of the program) Program by our (name of department) at (name of institution). We strongly support this grant application and the focus on (mention the purpose of the study).

As an organization whose mission is to (state the mission of your organization in alignment to the purpose of the research), we know your true passion is fostering the brilliant minds of tomorrow. We admire your initiatives to fund projects that have greatly benefited the research community.

We acknowledge the specific roles and responsibilities fulfilled by us in this partnership. (mention your roles and provisions to the funding point-wise).

Sincerely,
Clara Montero
Senior Director
PQR Ltd.
Southampton, UK

As you know by now, letters of support can make or break the chances of your project receiving funds, it is important to make sure that these letters are crafted scrupulously. Make sure you follow these tips while gleaning your letter of support or writing one for another applicant. Let us know how this article helped you in formulating a letter of support for grant. You can also visit our [Q&A forum](#) for frequently asked questions related to different aspects of research writing and publishing answered by our team that

comprises subject-matter experts, eminent researchers, and publication experts.

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