



Tuesday Tips is an outreach effort by OGCA. The idea behind Tuesday Tips is to convey tips, tricks and other helpful information around the area of research administration. Our goal is to post on (almost every) Tuesdays. If there is something you would like to see covered on Tuesday Tips, email: [UAF-GCReATE@alaska.edu](mailto:UAF-GCReATE@alaska.edu) For more Tips visit [OGCA website](#).

## Page One Guidelines

Make the right first impression for your proposal by crafting an effective Page One (Specific Aims, Executive Summary, or equivalent section).

As the first impression of your research ideas and plans, your Page One (Specific Aims page, Executive Summary, or equivalent section) is one of the most important parts of your proposal. It's critical to get reviewers excited about your work and convinced of its significance. You want them to read the rest of your proposal looking for reasons to fund it, rather than reasons not to. In addition, for some funding agencies, this section will help determine who reviews your proposal. Remember that this is a persuasive exercise: you are justifying to reviewers why this research is important (So What?), why it's feasible, and why you are the person to do it.

There are multiple ways to present this information effectively. We suggest the following 4 -paragraph outline as a kind of template that you can either

follow closely or use as a checklist to make sure that your draft includes all the important elements.

### Paragraph 1: Introduction

- **Opening Sentence:** Open with one sentence that immediately introduces the reviewer to the topic your proposal addresses. Be sure that it is not overly general – it should provide some information that is not common knowledge.
- **Current Knowledge:** Follow the opening sentence with 3- 4 sentences that summarize what is known in the field. This will often include some of your own previous or preliminary work and should set up the gap in knowledge that your research will address.
- **Critical Problem, Need, or Gap in Knowledge:** Specifically state the gap in knowledge that your research will address. What needs to be determined to move the field forward?
- **Gap as an Important Problem:** End the first paragraph by stating why the gap in knowledge is a problem. What vertical leap in the field does it prevent?

