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СУЧАСНІ ІНСТРУМЕНТИ ДЛЯ НАПИСАННЯ ГРАНТІВ ТА ЇХНЯ РОЛЬ У ПІДВИЩЕННІ ЯКОСТІ ГРАНТОВИХ ЗАЯВОК

MODERN GRANTWRITING TOOLS AND THEIR ROLE IN IMPROVING THE QUALITY OF GRANT APPLICATIONS

Кирилюк А. О. Сучасні інструменти для написання грантів та їхня роль у підвищенні якості грантових заявок. *Український журнал прикладної економіки та техніки*. 2026. Том 11. № 2. С. 189 – 192.

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Розвиток світової економіки сприяє активізації міжнародного співробітництва та розширенню міжнародних механізмів фінансування, серед яких важливе місце займає грантове фінансування. Воно реалізується шляхом надання цільових фінансових ресурсів на безворотній основі за результатами конкурсного відбору проектних пропозицій, підготовлених відповідно до заданих вимог, критеріїв і стратегічних пріоритетів грантодавця. Такий підхід забезпечує ефективний розподіл ресурсів і підтримку ініціатив із соціальною, економічною чи науковою цінністю. Водночас, швидке поширення грантового фінансування в різних галузях та секторах економіки призвело до значного зростання конкуренції серед потенційних грантоотримувачів. У цих умовах підприємства, установи та громадські організації стикаються з необхідністю не лише відповідати основним вимогам конкурсів, а й формувати проектні заявки, що вирізняються серед інших. Це передбачає чітке обґрунтування ідеї, логічну структуру, переконливу аргументацію, а також відповідність очікуваним результатам і пріоритетам донора. Важливою складовою підвищення якості грантових заявок є використання сучасних інструментів для їх написання. До них належать методи стратегічного планування, аналізу потреб цільової аудиторії, побудови логіко-структурних матриць, розробки реалістичних бюджетів, визначення показників ефективності та оцінки результатів. Комплексне використання цих інструментів дозволяє не лише підвищити рівень підготовки заявки, а й забезпечити її конкурентоспроможність у процесі відбору. Актуальність теми дослідження зумовлена необхідністю підвищення якості грантових заявок як ключового фактора успішного залучення фінансових ресурсів для вітчизняних підприємств та організацій. Це, у свою чергу, сприяє реалізації соціально значущих проектів, розвитку інновацій, зміцненню економічного потенціалу та вирішенню актуальних соціально-економічних проблем. Формування професійних навичок написання грантових заявок, зокрема завдяки використанню сучасних інструментів і підходів, стає важливою передумовою ефективної участі в грантових програмах. Таким чином, конкурентна боротьба за отримання грантового фінансування стає невід'ємною частиною сучасного написання грантових заявок, де здобуття конкурентних переваг визначає успіх проектної діяльності. Це, у свою чергу, сприяє не лише залученню додаткових ресурсів, а й сталому економічному розвитку та ефективному реагуванню на сучасні виклики.

Ключові слова: гранти; написання грантових заявок; фандрейзинг; написання проектів; грантове фінансування, грантові інструменти.

The development of the world economy has intensified international cooperation and expanded international financing mechanisms, with grant financing playing an important role. It is implemented by providing targeted financial resources on an irrevocable basis based on the results of a competitive selection of project proposals prepared in accordance with the specified requirements, criteria, and strategic priorities of the grantor. This approach ensures effective allocation of resources and support for initiatives with social, economic, or scientific value. At the same time, the rapid expansion of grant financing across industries and sectors has significantly increased competition among potential grant recipients. Under these conditions, enterprises, institutions, and public organizations must not only meet the basic requirements of competition but also develop project applications that stand out from the rest. This involves a clear justification of the idea, a logical structure, convincing argumentation, and alignment with the donor's expected results and priorities. An important component of improving the quality of grant applications is the use of modern grant writing tools. These include methods for strategic planning, analysis of the target audience's needs, construction of logical-structural matrices, development of realistic budgets, determination of performance indicators, and evaluation of results. The integrated use of these tools not only enhances the application's preparation but also ensures its competitiveness in the selection process. The relevance of the research topic stems from the need to improve the quality of grant applications, a key factor in successfully attracting financial resources for domestic enterprises and organizations. This, in turn, contributes to the implementation of socially significant projects, the development of innovations, the strengthening of economic potential, and the solution of current socio-economic problems. The development of professional grant-writing skills, particularly through modern tools and approaches, is an important prerequisite for effective participation in grant programs. Thus, the competitive struggle for grant funding is becoming an integral part of modern grant writing, in which gaining a competitive advantage determines the success of project activities. This, in turn, contributes not only to attracting additional resources but also to sustainable economic development and effective response to modern challenges.

Keywords: grants; grant writing; fundraising; project writing; grant funding, grant instruments.

Statement of the problem

In the current grant development landscape, the systematic use of grant-writing tools is particularly important, ensuring high-quality preparation of project applications and increasing the likelihood of securing financial resources. Due to increased competition for grant funds and the complexity of project selection procedures, donor organizations are setting increasingly stringent requirements for the structure, logic, and validity of applications. Under such conditions, grant-writing tools are not only auxiliary but also fundamental to organizing project activities.

Grant writing tools cover a wide range of methodological and analytical approaches that allow you to structure the project idea, justify its relevance, determine goals and objectives, calculate the necessary resources, and ensure implementation control. An important aspect is that each tool performs a specific function in the general process of preparing an application, and their combination forms a holistic project management system.

At the stage of developing the project concept, analytical tools such as SWOT analysis [1] are used to assess internal and external factors influencing the project. At the goal-setting stage, the SMART method [2] is used to ensure specificity and measurability. To structure the project's logic, a logical-structural matrix [3] is widely used to establish relationships among goals, results, and performance indicators. A separate role is played by planning and resource management tools, in particular, budgeting and calendar planning.

Statement of the problem. The research problem is that, amid increasing volumes of international grant funding and expanding opportunities for attracting it, domestic enterprises and organizations do not always demonstrate an appropriate level of efficiency in preparing



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grant applications. Despite the availability of numerous grant programs, participation success often remains low due to poor project proposal quality, weak justification of ideas, unclear formulation of goals and objectives, and limited use of modern grant-writing tools. This indicates a gap between grantors' requirements and the practical skills of potential grant recipients. In addition, the problem of systematizing and adapting modern grant writing tools to the operating conditions of Ukrainian enterprises and organizations remains relevant. The lack of a comprehensive approach to preparing grant applications, insufficient methodological support, and a lack of practical recommendations complicate the process of developing competitive projects. In this regard, there is a need to research and implement effective approaches to using modern grant-writing tools to improve application quality, increase the likelihood of funding, and ensure more effective implementation of project initiatives.

Analysis of recent research and publications. Many works by domestic scientists and practitioners, such as: Kopchak, Yu., Lobunets, T., & Lukovsky, R. [1], Yakovenko, O., Pervoi, O. [2], Latysheva O. V. [3] Kobelya-Zvir M.Ya. [4,5] Shumilo O.S., Zakordonets K.A., Lysenyi E.V. [6], Mayorova T.V. [7] and many others, are devoted to the study of the features of grant writing, grant writing itself and fundraising, and the tools used not only in grant writing, but also in management and business administration. Despite the significant contributions of scientists to the study of this issue, grant writing remains insufficiently covered, and the use of grant-writing tools to improve the quality of grant applications is not fully explored and warrants further study.

Research methodology. In the research process, a set of general scientific and special methods was used, providing a comprehensive approach to studying the problems of instrumental support for grant writing in Ukraine. In particular, the analysis method was used to examine the essence of grant tools and their features, and to identify limitations in the use of each individual tool. The synthesis method allowed us to generalize the results and develop a holistic view of the role of tools in the quality of grant applications.

The method of analyzing sources (scientific literature, regulatory legal acts, reports of international organizations) was used to determine the current state of the issues under study and to systematize approaches to grant activities.

The comparative method enabled us to compare different grant-writing tools across features, conditions of use, and target orientation, contributing to the identification of their common and distinctive characteristics. In addition, the generalization method was used to form conclusions and determine the prospects for the development of the use of grant writing tools, as well as elements of a systemic approach, which allowed us to consider the use of grant writing tools as a component of improving the quality of grant application writing to solve pressing problems of society and the development of science and business. The combined use of these methods ensured the validity and reliability of the results.

The purpose of the research

It presents a comprehensive analysis of the current state of grant writing in Ukraine, identifying key grant-writing tools, their essence, and the main functions of each. Also, there is a need to identify the strengths of each tool and the limitations of their use to improve the quality of grant application writing to solve pressing problems of society, business development, and the economy in general.

Presentation of the main research material

According to Latysheva O., to effectively manage projects and programs and improve operational efficiency, various standards and guidelines govern processes at all stages of the project life cycle [3].

An important component of improving the quality of writing grant applications is the use of a wide range of grant writing tools, and the logic of using the tools should be followed from the first stages of writing a grant application and not only to its last part, but also in the process of implementing the grant and evaluating the results obtained in the event of receiving a grant and its implementation.

Thus, grant writing tools should be considered an interconnected system that covers all stages of preparing a grant application and ensures compliance with donor requirements. To systematize these tools, a list of them, with detailed descriptions of their essence and functional purpose, is provided in Table 1.

Table 1. Grantwriting tools: essence and functional purpose

№	Tool	Essence	Main functions
1	SWOT analysis [1]	A strategic analysis method aimed at identifying the internal strengths and weaknesses of the project, as well as external opportunities and threats	Analysis of the project implementation environment, risk assessment, determination of competitive advantages, and formation of strategic decisions
2	SMART goals [2]	A methodology for formulating goals that provides for their specificity, measurability, attainability, relevance, and timeliness	Clear formulation of goals; ensuring their measurability; increasing project manageability; harmonization of goals with results
3	Logical structure matrix [3]	An analytical tool that provides a systematic reflection of the project logic through the relationship between goals, results, indicators, and assumptions	Formation of a hierarchy of goals; determination of expected results; establishment of performance indicators; harmonization of project logic
4	Project budgeting	A process of planning and distributing financial resources according to the needs of the project	Cost calculation; justification of the budget; control of financial resources; ensuring economic efficiency
5	Gantt chart [7]	A graphical planning tool that reflects the time sequence of project tasks	Planning of implementation stages; determination of deadlines; coordination of activities; control of task performance
6	Online grant platforms	Digital resources that accumulate information about grant opportunities and provide application submission	Search for grants, monitoring programs, access to donor requirements, and submission of applications
7	CRM systems	Information systems for managing interaction and application preparation processes	Organization of work with applications, data management, team coordination, and process automation
8	AI tools	Artificial intelligence technologies used to optimize text preparation and data analysis	Text generation; analysis of requirements; optimization of the application structure; increasing productivity
9	KPI indicators [6]	A system of quantitative and qualitative indicators for assessing project effectiveness	Measurement of results; assessment of effectiveness; monitoring of implementation; justification of achievement of goals

Analysis of grant-writing tools from the standpoint of their essence and functional purpose allows us to conclude that they play a system-forming role in preparing grant applications. Each of the tools considered performs a clearly defined function corresponding to a separate stage of the project life cycle, from environmental analysis and idea formation to resource planning and results assessment.

It has been established that the most effective approach is to integrate analytical, strategic, and operational tools, enabling a comprehensive approach to preparing an application. As noted by Kopchak, Y., Lobunets, T., Lukovsky, R. [1], the use of SWOT analysis and a logical-structural matrix contribute to a deeper justification of the project, while. According to Yakovenko, O., Pervoi, O. [2], and Kobelia-Zvir, M. [4], to make the task as specific as possible, it should be formulated using the

SMART method. It is widely used in project management. SMART is an abbreviation whose components are the criteria for setting tasks. It is derived from the English word. Specific, measurable, area-specific, realistic, time-related SMART goals [2,5] and Key Performance Indicators (KPIs) serve as management tools, providing performance measurement that helps assess the achievement of strategic and operational goals [6] and ensures their viability and controllability. At the same time, planning tools, such as budgeting and Gantt charts [7], allow you to optimize the project implementation process.

However, the functional potential of the tools does not guarantee their effectiveness, since the conditions of their application, the level of user training, and the specifics of a particular project play a significant role. In this regard, it is advisable to analyze the advantages and limitations of using these tools, which will allow for a more comprehensive assessment of their practical effectiveness.

Given that the grant-writing tools considered have different functional purposes and are used at different stages of preparing a project application, there is a need to assess their practical effectiveness, including their advantages and limitations. This approach allows not only to identify the strengths of each tool but also to identify potential risks associated with their use, which is especially important under conditions of limited resources and high requirements for application quality.

In preparing grant applications, it is important not only to choose the right tools but also to understand their advantages and limitations, which determine their appropriateness for specific conditions. Grantwriting practice shows that even the most effective tools can lose their effectiveness if they are used incorrectly or do not correspond to the specifics of the project.

The advantages of grantwriting tools are evident in their ability to improve application quality, streamline the preparation process, reduce the risk of errors, and ensure compliance with donor requirements. At the same time, each tool has certain limitations associated with its complexity, the need for specialized knowledge, the time or resource costs, and the risk of formalizing approaches to application preparation.

Modern digital tools deserve special attention, as they, on the one hand, significantly expand the possibilities of grant writing and, on the other hand, create new challenges related to the need for technical training, ensuring information security, and adapting to rapid technological changes. In this context, it is important to strike a balance between traditional methodological approaches and innovative solutions. To comprehensively assess the effectiveness of grant writing tools, Table 2 lists their main advantages and limitations, which allow determining the appropriateness of their use depending on the conditions for preparing a grant application and the level of applicants' preparation.

Table 2. Advantages and limitations of grantwriting tools

№	Tool	Advantages	Limitations/disadvantages
1	SWOT analysis [1]	Ease of use, versatility, and ability to quickly assess the environment	Subjectivity; lack of quantitative indicators; superficial analysis
2	SMART goals [2]	Clarity of formulation; measurability; increased manageability	Requires analytical skills; limited creative approach
3	Logical structure matrix [3]	Provides a clear project logic; increases compliance with donor requirements; allows information to be systematized	Complexity of development; requires experience; significant time costs
4	Budgeting	Provides financial justification, cost control, and transparency	High requirements for accuracy; difficulty in forecasting
5	Gantt chart [7]	Visibility; control of deadlines; process coordination	Limited flexibility; difficulty in updating
6	Online platforms	Access to current grants; ease of use; time saving	Information overload; dependence on the Internet
7	CRM systems	Process automation, data centralization, and increased efficiency	High cost; need for training
8	AI tools	Speed of work, text optimization, and increased productivity	Risk of patterning; need to verify results
9	KPI indicators [6]	Measurability of results; ability to assess effectiveness; control	Complexity of development; risk of misinterpretation

Thus, within the study's framework, grant-writing tools aimed at improving the quality of writing for cluster applications were considered. SWOT analysis tools were highlighted as basic elements of project viability analysis, taking into account strengths that inform opportunities for further project implementation, as well as weaknesses, which in turn can reveal threats the project may face during implementation.

It was determined that writing a grant application should be done using the SMART goals tool, using which it becomes possible to establish both long-term and current goals for writing a grant application that will be clearly defined, can be simply and clearly measured, achievable within a predetermined period of time, and correspond to each individual stage of writing a grant application.

An analysis of the advantages and limitations of grant application writing tools indicates their significant potential in increasing the efficiency of preparing grant applications, as well as the need for a critical approach to their use. It was found that each tool has both strengths that improve the quality of project documentation and limitations that can reduce its effectiveness without appropriate user training.

Traditional methodological tools ensure the structure and logical consistency of applications but require significant time and appropriate competencies. Digital tools, in turn, enable process automation and increased productivity but require technical training and introduce new risks related to the quality of the results and data security.

Summarizing the results of the study, it should be noted that the most effective is the combined use of grant application writing tools, considering their advantages and limitations, which allows achieving a synergistic effect. At the same time, an important direction for further development is to increase the level of professional training of grant authors, improve methodological support, and adapt the tools to the specifics of the modern grant environment.

In addition, the analysis of the project's viability is conducted using the logical-structural matrix, thereby justifying the use of appropriate, available resources in accordance with the set goals and the need to obtain results that meet them.

Also, an important and logical tool of grant writing is budgeting, which involves a detailed analysis of the funds necessary for the implementation of the project, as well as the distribution of these funds, taking into account real prices, planned costs, unforeseen expenses, and also requires taking into account the economic situation in future periods, including inflation, seasonality, exchange rates, etc.

For more detailed planning, it would be advisable to use the Gantt chart tools, in which the sequence of actions and the dependence of each individual element of the grant implementation on each other is determined using a time scale with the definition of control points, due to which it becomes possible to determine to what extent the quality of the project implementation corresponds to the previously established goals. With control points, it becomes possible to rethink goals at each stage and adjust actions if achieving them proves difficult.

It is important to note that the above-mentioned tools are often complex and require significant time and effort to learn their specifics, but under certain conditions, it becomes possible to use tools that assist with grant writing. Online

platform tools allow you to analyze each grant's requirements in line with donor requirements and provide ready-made forms for writing specific parts of a grant application. CRM systems allow you to optimize the use of other tools by automating certain processes and tracking results, and AI tools in the modern world are used for a wide range of tasks, starting from editing text and searching for grammatical or stylistic errors, and ending with a thorough analysis of the final result with the ability to quickly identify various aspects of a grant application with the subsequent possibility of improving it.

A key tool for improving the quality of grant application writing is the use of KPIs, which enable analysis of results at each stage of project implementation. Determine specific indicators of activity efficiency and effectiveness during project implementation, and obtain numerical indicators that track changes in target indicators, allowing you to assess the extent to which a particular project was implemented and its quality.

Conclusions and prospects for further research

The analysis of the advantages and limitations of grant writing tools indicates their significant potential in increasing the efficiency of grant application preparation, as well as the need for a critical approach to their use. It was found that each tool has both strengths that improve the quality of project documentation and limitations that can reduce its effectiveness without appropriate user training.

Traditional methodological tools ensure the structure and logical consistency of applications, but require significant time and appropriate competencies. Digital tools, in turn, allow you to automate processes and increase productivity, but require technical training and introduce new risks related to the quality of the results and data security.

Summarizing the results of the study, the most effective approach is the combined use of grant-writing tools, considering their advantages and limitations, which yields a synergistic effect. At the same time, an important direction for further development is to increase the level of professional training of grant writers, improve methodological support, and adapt the tools to the specifics of the modern grant environment.

Further research authors see in a more detailed consideration of each individual tool when writing a grant application, their features when writing grants of various types, as well as the features of their use in the structure of a grant application.

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