



Top Fundraising Tips

- ❑ Don't be afraid to **contact the funder** and discuss your ideas and application! Many funders welcome this contact and sometimes have outreach workers who will support you through the application process.
- ❑ Be **specific**: make sure you have answered all the basic the questions: What? Who? Why? Where? How? When? you will carry out your project. The funder should feel confident they understand exactly how you will use their money.
- ❑ **Avoid lengthy explanations** - better use bullet points and brief facts (and if permitted you can sometimes enclose additional literature, case studies, press clippings, etc). It is a good idea to start by writing a rough draft with all the details you can think of – and then get working on cutting it down in size and keeping the bare essentials!
- ❑ **Do your homework!** Find out what type of projects/organisations the grant is likely to fund – *always read the application criteria and guidelines* or you may well be wasting your time. Study the funder's website, and look up projects funded in the past. When assessing applications, most funders have a points/scoring system against each of their criteria/priorities, so it is important you refer to these (in the guidelines) when writing your proposal.
- ❑ **Know what is going on around you:** What other organisations do similar work? What resources and contacts could you tap into? Who could you work in partnership with? Are there any social or policy developments that will affect your project? Remember you need to be able to back up any information you refer to in your application.
- ❑ **Have a thorough and clear budget** (break down the costs so funders understand how you arrived at the final numbers). Get quotations and estimates rather than guessing how much things cost.
- ❑ **Check** your application **for consistency!** Does the budget reflect everything you say you will do in your project proposal? Are the proposed outcomes (the difference you expect to make) realistic in view of proposed activities, timescale and budget?
- ❑ *Always* **get someone else to read your application** before you send it off! Some things that may be obvious to you could appear vague to someone else.
- ❑ Don't forget to **enclose any additional documents required!** These usually include copies of your Annual Report and Accounts, your constitution, and any relevant policies (eg Child Protection Policy), Job descriptions and quotes on items you want to buy for the money (3 different quotations are usually required).
- ❑ Successful application? Remember to **follow up** with a thank you, to keep the funder informed of any changes during the project, and to submit a clear and correct monitoring report before the given deadline. This will increase their confidence in you and, importantly, your chances for further funding!