



Tips on writing funding applications

Write out a clear plan for your project first with aims and objectives and budget. This will help you to be sure that your organisation will achieve its aims undertaking this project and that you have thought through any implications. Your application should answer the following questions:

1. **What difference will you make** by undertaking the activity? What will the actual benefits be?
2. **Why** you are doing the activity? Is there any evidence of need for the activities you are proposing?
3. **What will you do** with the money? (The Project Plan). State what you will do, who will do it and include a timetable.
4. **How much money** do you need? (**The Budget**). Make sure you build in all your costs including overheads (your time, office rent, staff support) even if you are giving it 'in kind'. You may need to separate out revenue and capital costs (see website below)
5. **How will you manage the project?** What experience does each member of the team have? Is your group or organisation ready to be responsible for the money? What track record do you have? (training or experience)
6. **What happens when the money runs out?** (The Exit Strategy). How will the project end or be sustained after you have finished?

Plan ahead: Give yourself enough time to write the bid, with a further week to re read and adjust the final document – ask someone separate to writing the bid will be helpful to give an independent opinion.

Talk to the funder: ensure your project idea fits with their funding scheme. Build the relationship so they expect your bid and you don't waste any time. Find out how the application will be assessed and scored.

Think like the funder: what targets/outcomes are they trying to achieve? Avoid jargon and don't assume the person assessing knows anything about your area of work.

Get in a specialist if necessary: If you don't have the time to write the bid and manage the day-to-day affairs of your business, consider finding a specialist bid writer to do the hard work for you. Even if you just don't like writing bids, leave time for you to do the things you enjoy and delegate.

With thanks to www.fundingtoolkit.org where there is lots more information.
www.creativeleicstershire.org.uk