

# Writing a Successful Funding Application

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# Introductions

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- About me
- About the FSI
- About you!
- About today's session

*Hello*

# What are funders looking for?

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## EXERCISE/ACTIVITY

Put yourself in the shoes of a funder.

What would you want to know to give you confidence in a project?

**Answer in the chat box**

# Developing your application

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- Use the application form if provided.
- If not, the following structure can be helpful:
  1. Summary incl. organisation introduction
  2. The Problem - Need
  3. The Solution
  4. Outcomes and Measurement
  5. Budget
  6. Future Funding
- Case studies are a valuable tool to bring your application to life. Follow a story structure: Beginning (what was their life like before), Middle (what support did they receive), End (what changed as a result)



# EXERCISE/ACTIVITY

## The Summary

A brief paragraph that gives a clear and concise picture of the proposal.

**Have a go on your own now**

# The Problem – The Need

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You should provide evidence that there is a problem.

- What is the problem?
- How has it arisen?
- Why and where is it occurring?
- Who is affected by it?
- How can you prove that?



# EXERCISE/ACTIVITY

## The Problem

Describe how you would show the need for your work and how this could be evidenced.

# The Solution

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Describe your activities but also show the outcomes of your work – what do you expect to achieve?

You need to demonstrate your impact:

- **Outputs:** what and how much you will deliver
- **Outcomes:** what change you will make
- **Impact:** the wider/longer-term change you will make

e.g. In 2020, the FSI will deliver 15 training events for 1,600 small charities. Charities will increase their skills, knowledge and confidence in fundraising, and increase their peer support networks. As a result, small charities will raise more funds and be more sustainable in the long-term.



# Budgets

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Be sure to include:

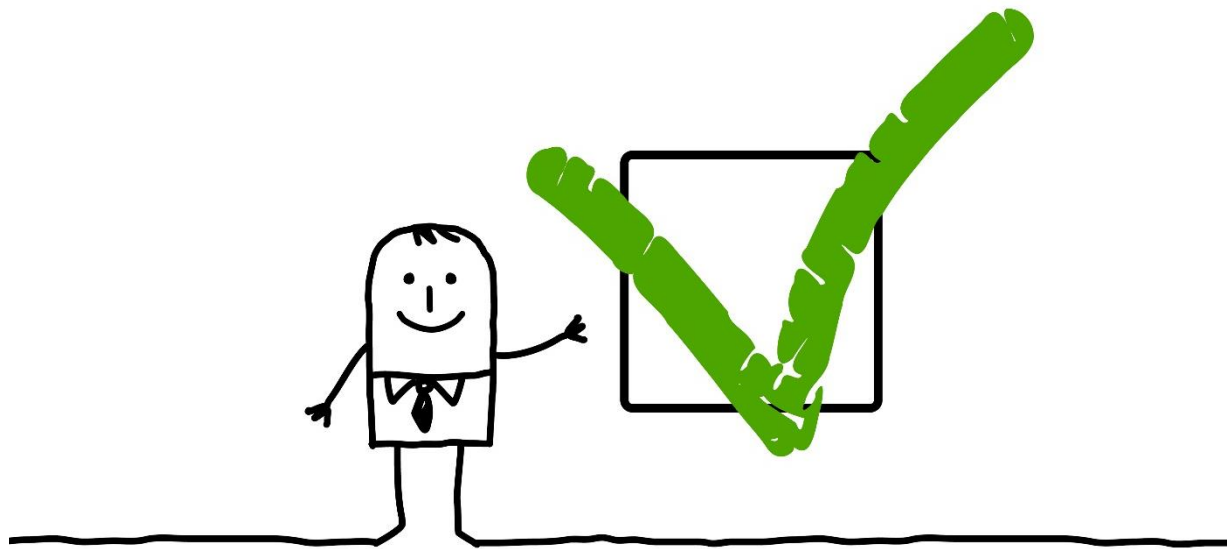
- How much it will cost
- How much you want from them
- When you want the money
- Any existing funding
- Potential funding/other trusts approached
- Indirect costs (full cost recovery)



# Application writing top tips

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- Remember **you don't have long** to impress them
- Make it **as easy as possible** to read
- Keep your sentences **under 15 words**
- Make sure you use a **legible font** (no comic sans!) and that the document is easily photocopied
- Use headings and bold text to **highlight** important things
- **Left align** your text – it takes 10% longer to read justified text
- **No emotional blackmail** or begging
- **Avoid overused phrases** like desperate need, unique service
- Ask for a **specific** amount
- Write in the **active tense**: “We will do this” > “This will be done”
- Include **everything** they ask for, and **nothing** they don't
- Get an **objective eye** to review it

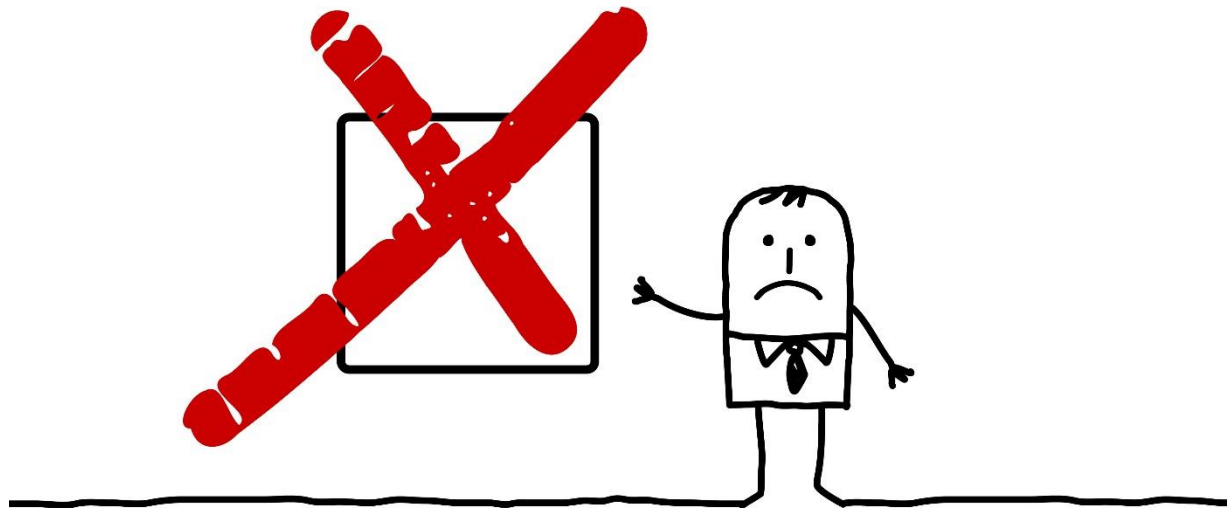


If it's a YES – respond back within the first 24 hours

### **Why do most applications fail?**

- Didn't fully match the criteria
- Didn't include everything asked for
- Asked for the wrong type of funding
- Received after closing date
- Didn't return an evaluation on a previous grant

Avoid these and you're increasing your chances of success.



# Respond, Thank and Steward

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- Recognise, thank and credit
- Keep in touch
- Report back on time
- Ask again
- What else?



# Top Tips

1. Find the right fit – understand their criteria and ensure you're eligible
2. Create a template application to save time, but always tailor it
3. Remember you're helping them change the world, how can you show that?
4. Call ahead if you have any questions
5. Make enough applications – know and play the numbers game. Remember you're not a failure if you're not successful – typical success rates may be as low as 1:10
6. Fill in the application form if available, if not do as instructed
7. Let your passion shine through – balance head and heart
8. Provide evidence – its not good enough to say there is a need, you need to prove the need
9. If you receive a Yes, respond in writing within 24 hours, if a no, check out whether you can get feedback
10. Build relationships: Always report back on time and on what they funded. Invite them to see the work, and ask again!



## Stay in touch with us!

**Membership is free** for charities, CICs and constituted groups under £1m turnover – [join now](#)

**You can access** £5 webinars, £20 training courses, £30 conferences, free advice sessions, 20% discount on consultancy and much more.

### Coming up:

[Full-day training courses](#) on Managing Volunteers, Stewardship, Case for Support, Project Management, Trusts and Foundations and more

[Fundraising Conference](#) – 18 June – £30 or free for charities under £100k

[Big Advice Day](#) – 16 June – free 1:1 advice calls with experts

We offer accredited [Fundraising Qualifications](#)

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