

How can we make a good application?



Key Terms:

- **Application or Bid:** These terms are often used to mean the same thing.
- **Guidelines:** The funder's own notes on how to apply to them, and what information they need.



What Groups tell us:

- "There is a lot of competition in applying for funding, so we need our applications to be as good as possible."
- "Completing the form for the Lottery was a long job, but it made us focus on exactly how the project would work, which helped us to plan it better."



What Funders tell us:

- "You can always tell which groups have read our guidelines before they apply."
- "Sometimes we really want to fund a project, but the application isn't strong enough to justify it – that's very frustrating."
- "Some of us are volunteers and all of us are busy, so we've no time to read reams and reams of extra paper."



Are you ready for Funding?



- Funders need to know:
 - Who is applying (Are they experienced in this line of work? Can they deliver this project? Are they accountable to anyone? Is there a risk they'll run off with the money?).
 - What they want to do (an outline of the project plan).
 - Who will benefit and how.
 - Why they want to do it (proof of demand and need).
 - How much it will cost (backed up by a budget).
 - How all this relates to their own priorities.
- Applications need to be easy to read and concise.
- Always read an application form (and the guidelines) before you start writing on it, so you know what all the questions will cover.
- Work out your own budget before filling in that part of the form and keep your working notes, in case they ask questions on how you came up with the figures.
- If you're unsuccessful, ask for feedback so you can avoid the same mistakes next time.