Improving your chances of success with grant applications

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What funders like to see

- Impact measurement or evaluation system
- "User led" always putting service users first
- Working in partnership using resources effectively



Successful fundraising = planning and organisation



Dull, but essential;

- Organise your time
- Do the sums
- Get ahead of yourself don't be run by deadlines
- Be sensible and realistic



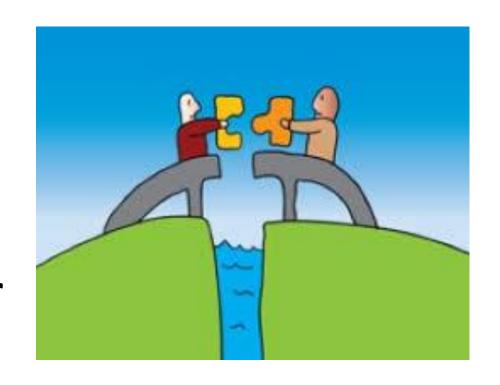
Why do most bids fail?

Because groups don't read the guidelines, so they apply to the wrong funder



Funder research aims to find your target bids, the best possible match between what you offer and what they want

A partnership - working together to change the world





A good bid is;

- Very clear and easy to understand
- Doesn't assume any knowledge on the part of the reader (unless it's reasonable to assume it)
- Uses plain language
- Has all the right documentation with it
- Is clear and concrete about what exactly is going to happen if the grant is given; how many weeks, how many people, who those people are.



A very good bid;

- Answers all questions fully, clearly and concisely
- Is honest, but positive
- Is about your impact, not about you
- Helps the funder to feel confident about funding you
- Is interesting, maybe even exciting!



An excellent bid;

- Is written for, and to, that particular funder
- Only includes the information the funder is interested in, not the things that interest you
- Talks the funders language
- Makes it <u>easy</u> for the funder to see how good a match you are
-is far more likely to be successful



How can Voscur help?

- Funding Advice Review Service
- Some free support for smaller, key organisations
- Sign up to Facebook group
- Let us know what you need!

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