

Writing Funding Applications – a few useful tips

- **Think strategically**
Why is this funder giving away money? Find out what the organisation, trust or foundation hopes to achieve, what are their aims and objectives? Make sure that your application clearly states how your organisation or project will help the funder to achieve their aims.
- **Talk to the funder**
It's always a good idea to make personal contact and chat to the funder about your proposed project. They can indicate whether or not it is something that they would be interested in supporting and maybe indicate an appropriate sum to request.
- **Follow the guidelines**
Read all the guidelines and application form thoroughly and make sure that you follow them, for example don't continue on an additional sheet if the application states that additional information should not be included.
- **Be clear**
Assume that the person or people who will assess your application know nothing about your organisation or project. Use simple language, avoiding jargon, remember that some funders from more general schemes may not have any knowledge of the arts. A good test is to give your application to someone else not associated with your plans and see if they understand it.
- **Be positive**
Don't apologise! Funders are there to give away money. Your application needs to demonstrate the commitment and support for your project or organisation, be confident about 'selling' your idea.
- **Be detailed**
Answer every question on the application form – it's there for a reason. This is your chance to prove why your project or organisation deserves to be funded so check the guidelines and don't leave out anything that may support your case.
- **The money!**
Make sure that your proposed budgets add up and are realistic about your costs, don't overestimate or underestimate. Don't ask for more than the particular funder is willing to give. For example, if the scheme gives up to £1,000 don't ask for £1,100, your application will not be successful.
- **Presentation**
Type or write clearly on your application, it maybe the greatest project in the world but if no-one can read the form it won't get very far. Remember that the application is all that a funder will see of your organisation so make it as professional as possible to reflect your organisation in the best possible light.