

FUNDING PROPOSAL WRITING

1. **PROJECT TITLE/AIM** – *should be smart, snappy & eye catching.*
2. **ORGANISATION DESCRIPTION** – *who are we & what do we do? Detail charity number and legal status. Include detail of any funding previously received and from where, along with any other funding applications recently submitted. Mention the funding amount required in the first 3 paragraphs of this section.*
3. **CASE / NEED STATEMENT** – *why is our work important, and why is the project necessary? Support case with fact, figures, survey results, positive quotes from users, etc. Give the reader hope, rather than describing a hopeless and grim situation! Don't make an over emotional appeal for the funding. Show that the project will have added value.*
4. **THE PROJECT** – *what are the aims, objectives, outcomes and evaluation strategy? Include within this a **Community Involvement** paragraph explaining the current support given by, and need provided to, the community.*
 - Objectives** - *need to be measurable (SMART objectives).*
 - Outcomes** – *explain the difference made to peoples' lives if the project is successful.*
 - Evaluation & Monitoring** – *how the SMART objectives and outcomes will be monitored.*
5. **CONCLUSION** – *A persuasive summary of how the funding support would benefit the project, and a "Thank you" statement.*
6. **BUDGET & OTHER ORGANISATIONAL INFORMATION** – *Annual Report & company accounts are the standard documentation expected. They may want additional specific information too (eg. Staffing structure, management committee make-up, other current funders, business plan, job descriptions relevant to the proposal, etc.)*

General Tips

- Always use "our" instead of "you" or "I".
- Be consistent with font and type size.
- Bullet point sections if they are getting too big.
- Use topic headings to provide clarity if necessary.
- Don't get bogged down in unnecessary detail.
- Be specific, ensure "what you want" and "what you do" is clear.
- Explain any acronyms.
- Try to avoid too much repetition.
- Make any references to objectives and outcomes measurable if possible.
- Make sure all facts are accurate.
- Don't forget any of the supporting and requested information.
- Photocopy the application and file it.
- Include a brief cover note, and self-addressed stamped envelope.
- Always send a thank you letter immediately funding is received, and follow this up with a phone call made by a board member to the funder.