Some Tips on Good Applications

STYLE

Your project title is appropriate

Your first paragraph grabs the reader's attention

The writing is clear and it reads well

It is the right length

The tone is positive and confident

There is a logical flow

It is well laid out and visually pleasing

COMMUNICATION

It is an individual letter and personally signed

It is clear if you have had previous contact (when appropriate)

It fits the donor's priorities

You have followed the donor's guidelines

The amount you have asked for fits with the funder's limits

You have made it clear why the funder should support you

You are on the same wavelength as the funder

The signatory is the best person for the funder to contact

You offer follow up such as a site visit

You make it clear how you will report progress to the funder

CONTENT

You have made a good case of the need for your project

It is clear that your organisation is well managed and can cope with the project

It is clear exactly what you intend to do

You have included everything the donor needs to know

You have made the project sound interesting to the funder

You have made the benefits of your project clear

Your objectives are clear, manageable and measurable

Your evaluation methods are clearly indicated?

You have shown how you intend to share good practice learned from your project

It is clear how much you want from the funder and for what exact purpose

You have shown where any other money required has/will come from

It is clear how your project will cope when this funding is finished

BUDGET

The sums are correct

You have included all items of expenditure

The costings are accurate and realistic

Have you included a realistic proportion of core costs/overheads?

You have made it clear that your project offers good value for money

You have allowed for inflation if the application is for more than 1 year

SUPPORTING INFORMATION

You have included you last accounts, a project budget and other papers asked for

You have included a brochure and your last annual report

Some things to Avoid when making an Application

STYLE
The first paragraph is a boring turn off
The writing is difficult to read
You have used jargon, long complicated sentences or words or a dreary style
It is too long and you have given unnecessary information
The tone is aggressive, whinging or apologetic
It is muddled or repetitive and it jumps from one point to another and back
The typing is a mess. There are spelling errors. There are huge lumps of unbroken text

COMMUNICATION
It looks/reads like a circular
You have omitted to mention previous contact which the funder may know of
The project falls outside the funder's priorities
You have ignored the guidelines
You have asked for more/less than fits the funder's scale of giving
You just hope that the funder can guess the benefits of supporting you
The signature been signed pp by the typist

CONTENT
You have assumed that everybody knows what you are doing and have written too generally
You have assumed that everybody knows how good and capable your organisation is
Your project description is muddled or incomplete.
You have left it to the funder to read through lots of attachments to get the idea
Your project sounds boring or old fashioned and of little benefit
You have no objectives OR they are unrealistic OR they are too generalised
You are going to keep everything to yourselves and not share learning
You have a large fundraising target and have not specified how much you want
You have no exit strategy
You are asking for a capital item but have not said how running costs will be covered

BUDGET
There are silly mistakes in your addition
You have omitted to cost some items
Your costs are plucked out of the air and not genuine estimates

SUPPORTING INFORMATION
You have no brochure or it is really only relevant for internal use
You have not included items which have been asked for