

Come Dine with Me:

The recipe for successful funding bids

Cherida Plumb, Head of Fundraising, Earth Trust:

www.earthtrust.org.uk



"Increasingly, it's the case that if you can't clearly state why your charity/project should receive the money rather than the cat and dog home round the corner, then you are much less likely to be successful."



The Top 10 Errors

1. Applying for grants you can't possibly get
2. Asking for too much money.....or not enough
3. Providing too much information
4. Avoid jargon and buzz words
5. Streams of consciousness and other stylistic problems – the “Wall of Words”
6. The budget doesn't add up
7. An invitation to talk to the funder isn't taken up
8. Forgetting to tailor the application to the funder
9. Assuming the funder knows all about you
10. What difference will you make?



The Colonel's Secret Recipe

There's no, one size fits all! Know your diner:

- What's their favourite dish?
- What do they spend their money on?
- How much are they willing to pay for a meal?
- What would entice them to spend more money?
- Big Mac and Cheese vs. Line caught ethical cod, served with triple cooked chips (how much detail do they want)



The Dumb Waiter (Elevator) Pitch

Be ready - the key to success is simplicity and clear communication:

- Can you describe clearly in 2 minutes?
- Could a 12 year old understand it?
- Use plain English
- Can you say how much it will cost?
- Can you say what it will achieve?
- Can you say what its benefits will be?



So let's look at the ingredients of a popular funding recipe

10g Need

5g Confidence Building

30g Aims and Objectives

40g Outcomes

20g Budget and Reporting

Pinch of passion and luck

100% a clear and straightforward structure!



10g Need

Can you articulate the need:

- What is the need?
- How do you know there is a need?
- Who have you asked and how?



5 g Confidence Building

Why You:

- Who are you?
- What do you do and why?
- Who will be delivering?
- What experience do you/they have?
- Talk about your successes and your support
- Tell them how you manage projects



30g Clear Aims and Objectives

Let's be clear! These are:

- Specific statements of intent
- What you hope to achieve at the end of the project – short, sweet and to the point
- NOT your outcomes
- SMART – Specific, Measurable, Achievable, Relevant, Time limited



40g Outcomes

“Something that happens as a result of an activity or process”

They help focus your activities

They explain the changes you will make to meet the needs you have identified

“as a result of this project x number of young adults will understand how to....”

“as a result of this project people are able to make better informed decisions about healthy eating leading to....”

“as a result of this project the number of wheelchair users accessing.....”



25 g Costs and Reporting

- Understand your budget – do some internet research, get a couple of outline quotes, think about time, travel, gifts in kind (suppliers and volunteer time), etc.
- How are you going to monitor progress – timelines, milestones, spend and income
- Decide how you are going to report back to the funders – when, who and how – tell them this and stick to it



After Every Good Meal....Exercise

Now its your turn!

Using the flipchart paper and pens provided

In groups:

- Decide on a project that you will be fundraising for
- Decide what the project will be doing – sum it up in an elevator pitch
- Describe the aim of the project and write 2 objectives
- Describe 5 outcomes of the project

Keep this on your table and we'll discuss during the 'Speed Dating'



Food for Thought

- Don't rely on grants/applications
- Develop revenue streams, it shows commitment and can be used as match funding:

Events and festivals – kids clubs during the holidays are popular

Give talks for donations

Training/activity/craft sessions

Regular giving – sponsor a Sqm, bat box, bird box

- Enables you to develop relationships
- Opens opportunities for corporates to get involved
- Opens opportunities for schools and groups to get involved
- You can monitor and send results



And for your doggy bag...

- Directory of Social Change – ‘Writing Better Fundraising Applications’ £18.95 and lots of training opportunities - <https://www.dsc.org.uk/publication/writing-better-fundraising-applications/>
- Small Charities Coalition - <http://www.smallcharities.org.uk/resources-fundraising-writing/>
- National Council for Voluntary Organisations - free resource - http://www.eiba.co.uk/Guidance/ncvo_members_quick_guide_fantastic_funding_2012.pdf
- www.knowhownonprofit.org.uk
- <http://www.theguardian.com/voluntary-sector-network/2012/jan/10/funding-application-guide>
- <https://knowhownonprofit.org/funding/fundraising/grants-funds-and-corporate-fundraising/writing>

