

Introduction to Better Bid Writing

Improving your chances of success in securing the
funds your organisation needs

Overview

- Introductions
- Funding Landscape
- Competition & Decision Making
- Questions to keep in mind
- Firm Foundations
- So what?
- Evidence of Need
- CES Planning Triangle
- Lunch
- Identifying & Researching Opportunities
- Activity Matrix Map
- Fundraising Strategy
- Common Mistakes & Pitfalls
- Writing the Perfect Application
- Practical Session – Drafting an Application

Funding Landscape



What does this mean?

- Less funding available
- More specialised funding
- Greater competition

To be successful you need to stand out from the crowd!

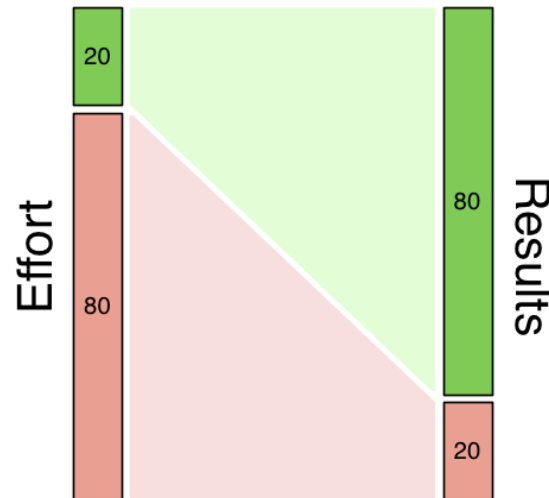
Some examples of competition

- Awards for All – approx. 45% to 60% success rate
- 2015 - Sir James Knott Trust – 713 applications, 323 awards = 45% (2014, 51%)
- 2015 – Trusthouse Charitable Foundation – 1,104 applications, 342 grants = 30% (2014, 28%)
- RBS Skills & Opportunity Fund (1st Round) – 4%
- Girdlers' Charitable Company – make 10 awards of £1000 per year which is reported to be a 4% success rate.

Pareto Principle / 80 – 20 Rule

The 80-20 Rule

"For many events, roughly 80% of the effects come from 20% of the causes." - Pareto



Therefore 20% of the effort produces 80% of the results but the last 20% of the results consumes 80% of the effort.

Firm Foundations

Get your Foundations in place

Governing Document, Policies, Procedures, Accounts

Website, Social Media

Media Presence

Charity Commission Return

Get ready to apply

Documents e.g. Bank statement

Someone to provide a reference

Activity: Quick Organisational Health-check



What do you want funding for?

So What?

The 'so what?' question

Example: Lunch Club

A few people have said they would like a Lunch Club in the community centre.

So what?

Older people can come along and have a meal.

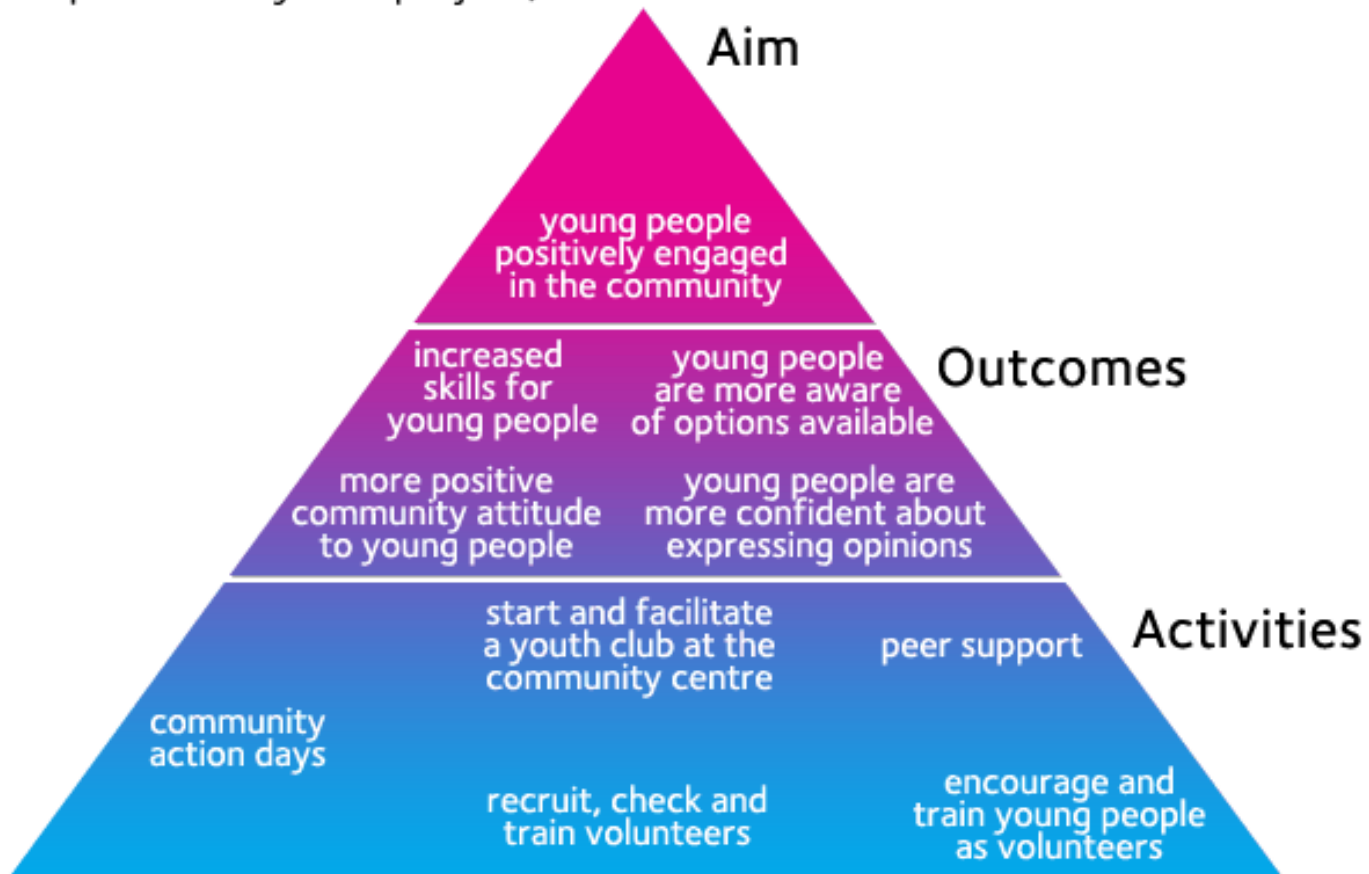
So what?

It will mean they are less isolated & improve their wellbeing.

Evidence!

Charities Evaluation Service – Planning Triangle

CES Planning Triangle (complete for a youth project)



Fundraising Strategy

Develop a strategy relevant and proportional to your organisation.

One side of A4 or several pages.

- Future Plans – one project or several?
- Opportunity Appraisal – where should you focus your effort?
- Action Plan – who, what and when?

Resource – Developing a Fundraising Strategy for Small Groups

Common Mistakes & Pitfalls

Not fitting the criteria

- Location
- Organisation Type / Size
- Project Expenditure
- Project Purpose

"We get applications to repair churches in East Anglia. We don't fund in East Anglia and we don't do building work on churches. If only they had read our eligibility criteria, they would clearly see we don't fund that" Trust Secretary Joseph Rowntree Charitable Trust.

Common Mistakes & Pitfalls

Not fully answering the question

Awards for All

What evidence do you have to show that your project is needed? How have you consulted with the people who will benefit from your project and what did you find out?

We also want to know how:

- your project has been **influenced** by what people have told you
- you know that the people you want to help will use your project.

Common Mistakes & Pitfalls

Using meaningless buzzwords or jargon

- There are no magic words that will make your application successful!
- Plain English & KISS

‘fostering real-time engagement using publicly accessible nodes’

Or

‘Talk to people at the village hall & post office to find out what they want’

Two Top Tips Writing a Letter

- Introduction – Project Summary
Early in the letter provide a project summary which contains the most important information.
- Make an ask
Make sure you ask for a specific sum of money

Writing a letter:
Information sheet available



Thank you!

Any questions or queries?

Please sign up to receive our fortnightly ebulletin