Fund Raising Applications: The Basics

It is important to focus on the basics when making effective fund-raising applications. These are repeated below;

1: Your Selling Points

A few key reasons why the work you are doing is important and why donors will want to support you. Remember there is a massive difference in saying what you are doing and stressing why it is important and worth supporting.

2: Facts and figures about your work

Research, statistics and figures, which will help, demonstrate the importance of your cause, the extent of the need, the value of your work and the success of your methods you are using to carry out the project.

3: The credibility of your organisation

Endorsements and statements of from other people will enhance the importance of your work and what you are trying to achieve. They should give the donor increased confidence in your ability to deliver the work you are promising to do.

4: A plan & budget for your project

You need to be clear what you intend to do, how and when you intend to do it and what the benefits will be. These can be written up into a simple project plan. You can put them together as a financial plan for what you propose, properly and fully costed and covering all the items of expenditure you plan to incur. It should also include any income you plan to generate from the project.

5: Donor research

Find out what the funder is interested in and the scale of support you might expect if your application succeeds (i.e. what to ask for) and identify any connections between you and the funder such as personal contacts or previous approaches for support.

6: Back-up literature

Have brochures, annual reports, quotes sheets and other good information available to attach to your written proposal. These will enhance your case and improve your chances of success.