Developing a Good Funding Application: Ten Key Points

1. Allow time to write your application. Funding applications take time because you need to persuade funders that your work is worth supporting. They may not know about the work you do or the difference it makes, so you need to construct and narrate that story clearly.

2. Look at the guidelines for the scheme you are applying to; follow them closely. Organise your funding application so that it clearly responds to what the funder is asking for.

3. Provide evidence about the quality of the work you do – this might include reviews, examples of other funding received, or outcomes of project evaluations from other work you have done.

4. Make sure you have researched <u>all</u> of the different funders and schemes to which you might apply.

5. Be clear about your budget (how much do you need and exactly <u>what</u> will you spend it on). Show that you have looked at how you can offer value (in terms of activities and outputs) in return for the funding you receive.

6. Accept all the help you can. Share drafts of your application. Fresh eyes spot typos, poorly constructed sentences or sloppy edits. Fresh eyes are also what your prospective funder has. If something isn't clear to a friend or colleague, it might not be clear to a funder. Use feedback from this positively. It can be disappointing when people read your proposal and don't 'get it'. But this may just mean that you need to look again at how clearly you are expressing your proposed activities and their potential importance.

7. Be succinct. Go through your application and eliminate any word that doesn't add to its persuasiveness. Avoid jargon. Give brief explanations of any technical language – this ensures the reader understands what you mean and also demonstrates your own grasp of the technical terms that are key to your work.

8. Do not get bogged down by detail. Make sure you tell a clear, persuasive, and engaging story about the work you would do if funded. You need to persuade and enthuse. How will the world be better if you are successful?

9. You will never 'get it right' in the first draft. Successful applications have normally been re-drafted at least four times (and often many more).

10. Only apply for funding for a project you really wish to do, and that you believe you are capable of completing successfully.