

20 Minute Fundraising Masterclass

WRITING A GRANT APPLICATION



Welcome

- ▶ **Introduce yourselves**
- ▶ Use the chat box below to say hello and for general comments to all participants
- ▶ **Questions to our panelists**
- ▶ Please use the Q&A box at the bottom of your screen to ask your question
- ▶ **Webinar Format**
- ▶ You will be able to see and hear the speakers and the presentation, but not other participants
- ▶ **Slides and Video**
- ▶ This session is being recorded and the video will be available along with the slides at <https://www.london.anglican.org/support/fundraising/fundraising-training-resources/>

Who are we?

- ▶ **Sarah Reilly, MInstF**

- ▶ Fundraising Manager, Diocese of London and Fundraising Consultant

- ▶ **Carol Ward, MInstF**

- ▶ Parish Fundraising Manager, Diocese of London



What you will learn today

An understanding of how to approach writing trust funding applications to maximise the chances of success

Do your research

Focus on format

Write for the audience

The So What? Question

Voice, tone and language

Tell the story

Back it up

Proofing/editing

Before you get started

- ▶ Project plan and timeline
- ▶ Realistic Budget
- ▶ Relevant project permissions
- ▶ Case for support
- ▶ Prospect research

Revisit our previous webinars for more information about what you need to do and in which order.

Do your research

- ▶ Time spent on research is saved later
- ▶ Refine and update your prospects
- ▶ Prioritise your largest approaches
- ▶ Dig deep into the detail of the trust
- ▶ Look out for meeting deadlines
- ▶ Find out about previous grants
- ▶ Internal research matters too

Focus on format

- ▶ Web form (try to download the questions beforehand and work through them separately)
- ▶ Word or pdf application form and attachments by email or by post
- ▶ Free proposal with page or word limits
- ▶ No guidance – in this case keep it to 4 pages or fewer

Preparing for application forms

Organisation details

- Name, registered address, charitable status and number

Key people

- Key contacts, Trustee information including home addresses and dates of birth for some

Staff and Volunteer numbers

- Full time, part time and FTE

Financial details

- Detailed breakdowns of income and expenditure for previous years

Governing document

- Have a copy to hand of the governing document

Relevant policy documents

- Policies such as safeguarding may be requested depending on the project

Bank statement

- Be prepared to submit a recent bank statement to prove bank account details

Write for your audience



What are their interests?



Who are the trustees?



Religious or not?



What language do they use?

Never assume that the reader has any prior knowledge or experience of your organisation, your project, your location, or even of church or mission.

The so what? question

1

What problem does your project solve?

2

Why is it a problem?

3

And why is that a problem?

4

So what?

Voice, language, tone

Active voice, not passive



Decide on first or third person



Consistent tone



Choose your words wisely

Tell the story



Tell individual stories about people who will benefit



What difference will the project make to them



Focus on IMPACT not just outcome



Remember the 'so what?' question



Bring it to life with quotes and photographs

Back it up

Avoid
sweeping
statements

Quote from
reports,
newspapers

Use relevant
statistics

Seek
reputable
endorsements

Point to your
achievements

Proofing and Editing



SAY IT OUT LOUD



MAKE THE WORDS
COUNT



HAVE SOMEONE ELSE
READ IT



Any questions?

**USE THE Q&A BUTTON AT THE BOTTOM OF YOUR
SCREEN TO ASK A QUESTION**

But one can often be in doubt about the effect of a word or a phrase, and one needs rules that one can rely on when instinct fails. I think the following rules will cover most cases:

- i. Never use a metaphor, simile or other figure of speech which you are used to seeing in print.
- ii. Never use a long word where a short one will do.
- iii. If it is possible to cut a word out, always cut it out.
- iv. Never use the passive where you can use the active.
- v. Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.
- vi. Break any of these rules sooner than say anything outright barbarous.

Top Tips from George Orwell

Good luck!

- ▶ **Diocese of London Parish Property Support**
- ▶ <https://www.london.anglican.org/support/buildings-and-property/>
- ▶ **Church Grants (subscription paid by Diocese of London)**
- ▶ <https://london.churchgrants.co.uk/>
- ▶ **Parish Fundraising Support**
- ▶ <https://www.london.anglican.org/support/fundraising/>

