



Inspiring clubs to achieve success.

A GUIDE TO GRANT WRITING

Grantmakers need to be convinced of three things

The application must prove that

1. A significant need exists
2. That its possible to be fixed
3. That the applicant has the capability to meet the need in a creative, appropriate and financially responsible manner.

Most grant applications seek submissions that include:

- An executive summary or covering letter
- A description of your organization (it's Vision and Mission Statement)
- A description of the proposed project
- Dissemination activities
- Your evaluation strategies
- A budget
- Indications of future sustainability

Cover Letter

A brief hard sell

Executive Summary

The summary needs to capture the imagination of the grantmaker. There is a need to absolutely convince them that the proposal is definitely worth considering and that they need to read further.

If this can't be included in the application form, add it to your cover letter.

- An introductory paragraph, giving an outline of the project it's intended audience and the amount requested
- Your organization's mission and how its will be enhanced by the proposed project
- The statement of need, summarising why you are asking for assistance from this grantmaker



- A demonstration of how this project meshes with both the mission of the funding body and your overall goals
- One or two key statistics to highlight the extent of the problem and the need for your project, providing some evidence that your organisation has undertaken some relevant data collection and research in the development of this proposal.
- Specific details on how the requested grant money will assist in developing a solution to filling the identified gap, and describing the ways particular groups of people will benefit.
- An assessment of the total cost of the project – include any other funding sources or 'in-kind' support.

The Proposal

Introducing Yourself

- Establish your credibility
- Describe your purpose and long-term goals
- Attach any testimonials that describe previous achievements
- Include data demonstrating that your organisation has the skills, knowledge, and ability to make the project a success – include up to date CV's to back up your claim

Identify the Problem

- Statement of need
- Build justification for the proposal
- Convince the grant maker that there is a significant but not insurmountable need
- Write a simple case study capturing the imagination of the grantmaker, bringing the issue to life

Data

- Include accurate statistical data to scope the dimensions of the project
- Show your organisation has done the hard work to identify and understand the problem
- ABS <http://www.abs.gov.au/> has statistical information that may back up your claims

Provide the solution

- Provide clearly defined, creative, achievable and measurable strategy to address the issues
- State overall aims
- List specific objectives (SMART)
- Establish the benefits that will flow from the project to beneficiaries and the grantmaker

Detail the methods

- Match your objectives with actions and strategies – how you will achieve them, by whom, and by when



- Set out methods clearly
- Include a timeline

Consultation

- Consult with the public and ask for opinions
- Lobby for support from councils, politicians and other community leaders
- Letters of support must include support for the proposed project and the producer of the project

Explaining “Why You”

- Describe your unique selling point (USP), your mission, your expertise, your consultative processes
- Avoid direct comparisons

The budget

- Match the budget to the activities
- Match the budget to the timeline
- Create a framework – list all items of expenditure under separate headings
- Consider a contingency if necessary
- Factor in your contribution – including in kind support and volunteer hours)

Evaluating results

It will boost your application if you can indicate what your goals are and how you plan to measure your success in meeting them.

- Document the progress of the project so it can be demonstrated the objectives have been achieved
- Prove that the aims of the grantmaking body has been achieved
- Create a sustainability strategy

Aftercare

Managing the relationship

- Set up a schedule of activities to remind you of contract specific tasks and financial reporting deadlines
- Include reminders to regularly show your thanks to your funders
 - Send a formal thankyou letter
 - Invite grantmakers to your special events and functions
 - Send regular reports and updates



- Acknowledge funders in all publicity material
- Communicate with your funders through emails, newsletters and annual reports even after the funding has finished
- Invite the funders to speak at a the project launch

Reporting to the grantmaker

- Meet all the expectations laid out by the grantmaker
- Provide all the information requested and link the information to your goals and vision
- Meet their deadlines
- Show how important the funders support was
- Plant the seeds for the next proposal

Meeting your deadlines

- Make sure your report is engaging and informative.
- It is your responsibly to meet all reporting deadlines
- Add relevant content such as a DVD showing your progress etc
- If you have encountered pro
- If you have experienced problems in delivering the project be honest in the reporting the problems. It is important to have good reasons and communicate openly with the funder. (report on the matter earlier than later)