GRANT WRITING

PRE-PLAN > BE READY > FIND A GRANT > APPLY > SUCCEED

CPRG

Grant writing isn't difficult, but it does take time. The better prepared you are, the easier it will be at application time. Remember, successful funding applications are based on good planning. When you get the planning right, money is usually much easier to find and the projects are much easier to deliver.

When you have a project ready, and it's time to put together your application, here are some tips.

1. DON'T GO IT ALONE

TALK WITH THE FUNDING PROVIDER

One phone call to find out if your project or even your organisation is eligible can save lots of hard work and heartache if your application is pulled out before making it to the assessment phase.

GET HELP

Make use of the experience and knowledge of those around you so the most informed answers can be given. Bringing people and ideas together can make the grant writing process fun and less stressful. And always get someone else to proof your application; ideally someone who hasn't been involved in putting the application together.

LIAISE WITH REPORTING AGENCIES

If you have a black mark against your name with a reporting agency (e.g. Office of Fair Trading), even if it was from the committee forgetting to lodge an annual report 7 years ago, your grant application may not even be read. One phone call is all it takes to make sure you are up to date.

2. TELL YOUR STORY

ENGAGE EMOTIONALLY

When writing grant applications, remember it's all about the outcomes that your project will achieve. That's why it's important to engage emotionally by telling a great story. Your story should focus on how your project will positively impact the community.

KEEP IT SIMPLE

Your project must be easily understood by someone not familiar with your organisation. You need to tell the reader exactly what your project is and capture their attention in the first couple of sentences of the project description.

BACK UP YOUR ANSWERS

Where possible, support answers with research and documentation. Use data that is specific, relevant and recent. Make sure that your application doesn't get weighed down with unnecessary data that obscures the real issue you are trying to address. Instead, your supporting documents should support your argument and story with facts.

Read more about the importance of data in funding applications.

3. FOLLOW THE INSTRUCTIONS

ANSWER EVERY QUESTION

This seems like a simple one, but it's been missed before. Answer every question and if you believe it's not applicable, then that's a great question to discuss with the grant assessor when you're on the phone.

LINK TO YOUR ATTACHMENTS

Where additional relevant information is included, make a clear statement linking your answers to the attachments. Only include the relevant sections of supporting plans and studies with direct cross references.

Don't just attach a bulky document and expect the grant assessors to decipher it all.

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CPR Group can help with **preparing grant applications, strategic planning, project planning and facility master plans.**

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