

Writing a Press Release

Why should I prepare before completing a funding application?

In order to expand your organisation, diversify your activities or fund a paid staff position, some community groups will require grant funding. Applications that are successful are clear about what the project is for, how it will be delivered and what the outcomes for all stakeholders will be. In short, they have a both a strategy and an action plan and this potential funding will allow for the implementation of activities that have already been 'planned for'.

A successful funding application is like a good recipe, and depends on three key ingredients coming together well:

- Finding the right funder for what you want to achieve;
- Filling out the initial application form properly;
- Providing all information required;

It is important that the reason you are applying for the funding is well thought out by meeting the following points:

- It addresses an important and urgent/current need;
- The idea is fresh, innovative or interesting and captures the imagination, and stands out against more ordinary applications. It is topical and fits in with current Government and / or other National, regional or local agendas or social concerns etc;
- The idea addresses issues of disadvantage which is a key concern for most fund givers;
- It is cost effective and shows value for money (ideally, a small input with a big output!);
- The idea complements and supplements any existing provision in the area, or involves collaboration or partnership working with other agencies;
- It has a clear objective which can be attained and proven;
- Its benefits are measurable benefits and its outputs are specific;
- It is both realistic and achievable;
- State whether it may develop its own income in the longer term.

Your Perfect Preparation Check List

If you are able to address all of the points below then you are in a strong position to get funding – if not, with some more preparation you will be able to write a strong bid:

- What are the national strategies and development plans, aims and objectives that relate to your organisation (i.e. the Investing in Communities agenda)?



- What are the aims and objects of your organisation?
- How does this new project proposal meet these?
- What capacity do you have to achieve the proposed project, and what expertise within your staff can support this?
- If you do not have the capacity and skills to undertake the project, what training needs have to be met and how have you accounted for these?
- In undertaking this project, what will you achieve for your organisation and its clients/customers/users/learners/other stakeholders by undertaking this project?
- What is the project's scope? What are any assumptions behind the project?
- How do you know that your stakeholders want the new project?
- Are you sure that this project is the best way to achieve your aims?
- If you do undertake this project, what other things will you not be able to do?
- Would your organisation benefit from collaborative working or a partnership with another organisation or support agency? How would others collaborating or partnering with you benefit from working with your organisation?
- If you are working with other organisations, are you all clear of your respective roles?
- Can you describe the project in clear measurable language to someone who knows nothing about it?
- What would be the consequences if the project does not go ahead?
- What is your exit strategy if the funding bid is successful?
- How could you disseminate the 'findings of your project' / tangible outcomes to others?

You should write your bid clearly, and identify what your organisation is going to, what will be different because of the new project or activities and how you will demonstrate that these changes have been achieved.

Once you have a clear view of what the project aims to achieve, then you can research potential funders. You may like to start your research at Funding Central, where you can search according to a range of criteria. If you are unsure whether your organisations' project fits into a funder's criteria, you should contact them directly via telephone if possible, or via email and ask their view. Some funders will take telephone enquiries, others increasingly require a brief outline or an expression of interest before you complete a full application.

More Support

- **Funding Central:** This is a free smart website for all third sector organisations, including community groups, providing access to thousands of funding and finance opportunities, plus a wealth of tools and resources supporting organisations to



develop sustainable income strategies appropriate to their needs – click [here](#) to view the page.

- **Heritage Regeneration Officer:** Can assist with fundraising bids, call 01733 317 480 or email alice.kershaw@peterborough.gov.uk for more information.