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10 Steps to the perfect funding bid

1 Check your constitution and your charitable remit

Do NOT miss out this essential step. An organisation can gradually drift away from its original purpose. Most funders will ask for your constitution or check Charity Commission summary page to look at charitable remit and area of benefit. Get this wrong and your bid will go straight onto the reject pile.

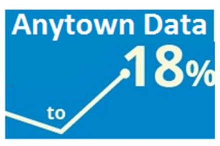
2 Research a range of funders

Spend time searching for the right funder and draw up a list of at least 15 funders. Look at their priorities and timescales. Put a summary next to each one highlighting their priorities, which can save time on the next occasion. You can use traffic light codes to show good, reasonable and bad matches.

3 Pick the right funder with the best match

To help you decide who to bid to first, check what percentage of costs (be it 100%, 50% etc.) your good matches are willing to contribute. Remember charitable trusts reject around 9 out of 10 bids that DO meet their published priorities.

4 Research and evidence the need



Use statistics about your area. Your DeVA partner can help with this, so the funder can understand your locality. Case studies can also be valuable for smaller projects.

5 Understanding outcomes

Funders will need to know what will happen as a result of them giving you money. Ensure you describe what will have changed because of your project. Think of the bigger picture and not practicalities such as number of sessions run.

6 Demonstrate your track record

Funders need to feel confident that your organisation is robust and that you have the capability to successfully manage the project you are proposing so make sure you spell out your credentials - your experience on other projects, succinctly itemise legal status, mission, founding date, number of trustees etc.

7 Describe the Project

You only have a line or two to grab the interest of the people reading your bid—so make the project sound captivating, effective and significant in the first few words. After this, be specific about what the project will do, what the money will be spent on and how it will benefit.

8 Value for money - realistic costing

Show all costs and then what you are bidding for separately. Even if you are not asked for a unit cost, somebody reading the bid will do a rough calculation

= £100 per person

9 Monitoring and evaluation

Show understanding of the need to check and capture data to prove you're delivering your project aims and outcomes.

10 Final read through

Show the funder you have understood their priorities—use their key phrases in your bid. Check grammar and all questions have been answered and that attachments are attached.

Good Luck!

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