the wheel

**Stronger Charities.
Stronger Communities.**

GRANT WRITING TIPS AND TRICKS

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YOUR TRAINER

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HOUSEKEEPING

STRAW POLL

How would you rate your grant writing experience?

- Complete beginner
- Some experience
- Lots of experience

AGENDA

- Preparing for success
- Analysing grant opportunities
- Project development process
- "The Rules"
- Results

PREPARING FOR SUCCESS

PREPARING FOR SUCCESS

- Long and short descriptions of your organisation
- Past projects
- Reach, capacity, resources
- CVs and Bios
- Project management methodology
- Daily rates and other standard costs
- Common supporting docs
- Know your USP – have an explanation ready
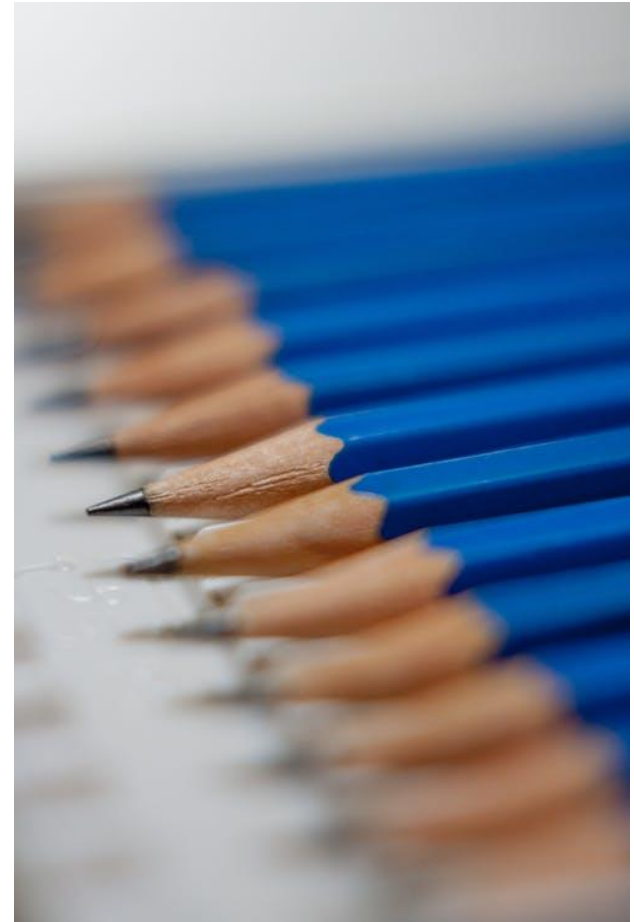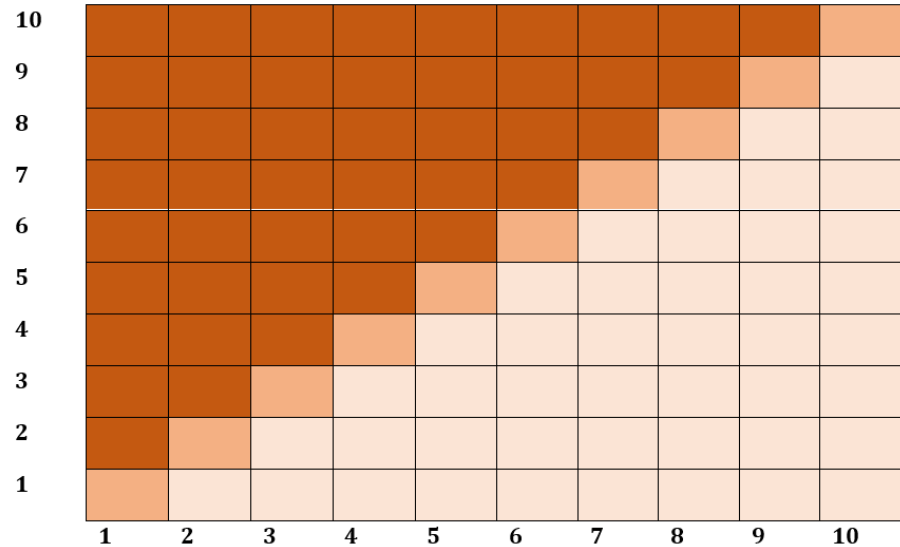
ANALYZING GRANT OPPORTUNITIES

Your priorities

The Sweet Spot!

Their priorities
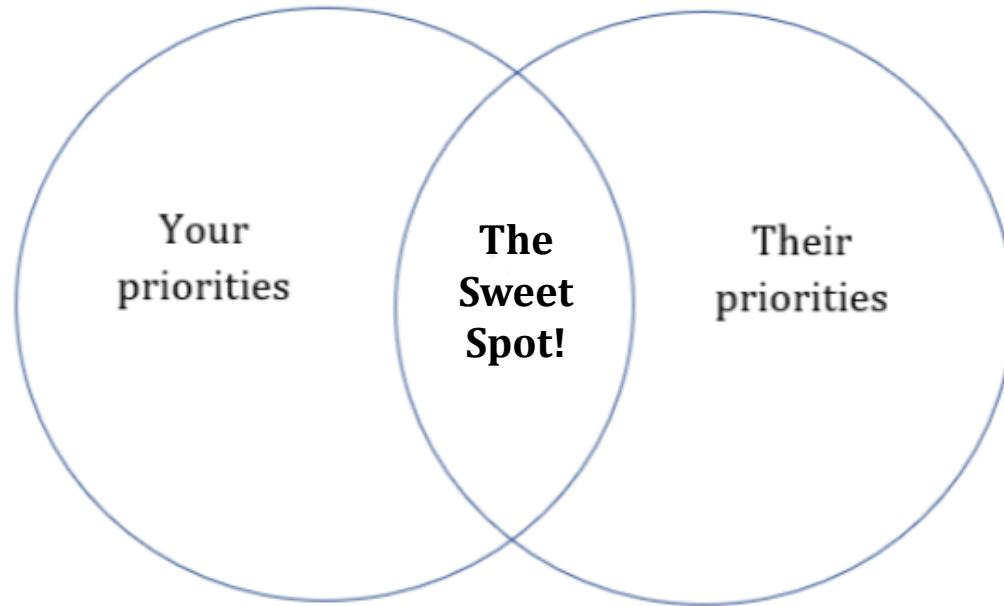
ANALYSING GRANT OPPORTUNITIES

Rating system:

A. **How impactful would this project be on your strategic objective(s) on a scale of 1 – 10?**

B. **How resource and time intensive would the project be on a scale of 1 – 10?**

Y = Impact on Strategic Objectives

X = Resource and time intensity

| Low potential | To be considered | High potential |

PREPARING AN APPLICATION

PROJECT DEVELOPMENT PROCESS

- STEP 1: Do your research
- STEP 2: Consult the relevant people
- STEP 3: Develop a **concept note**
- STEP 4: Get buy in
- STEP 5: Get writing
- STEP 6: Draft circulation
- STEP 7: Submission

CONCEPT NOTE

- Zone in on your idea
- Be specific
- Do your research

Use the **Problem -> Solution -> Impact Approach**

Project Concept Note Template

Working Title	
Funding body	
Funding Programme	
Duration	
Deadline	*Mention deadline for initial feedback as well as funding deadline.*
Budget	*Estimated?*
Strategic objective(s) addressed	
Funder strategic objective(s) addressed	
Partners/stakeholders	
Target groups	*Be specific.*
Rationale	*Use reputable sources.*
Key outputs/activities/events of this project:	*List* *Don't forget to say why you are doing them and what impact they will have!*
Summary	*Describe the project overall*

PROBLEM -> SOLUTION-> IMPACT APPROACH

Problem
What is it?
What impact is
it having?
What will happen if
it continues?

Solution
What is it?
Why does it work?
What evidence is
there to support that
it works?

Impact
What
specific **objectives** and
results will you achieve?
Be bold – leave the funder
feeling optimistic!

"THE RULES"

Preparation
- Read the guidelines - including the scoring criteria!
- Do your research
- Align with strategic objectives

Writing
- It's not about you
- KISS principle (keep it simple, stupid/keep it stupid simple)
- Be specific!

"THE RULES"

- Read and answer the question (the **key word method**)
- Assume the reader knows nothing
- Mirroring language: A balancing act
- Understand the whole picture – invoke your inner toddler.
- Use the active voice, i.e. "We will create a new programme…" vs "A new programme will be created…"
- Remove "we think" "we believe" "we feel" wherever possible
- Headings, subheadings, bullet points – avoid blocks of text
- Proofread, proofread, proofread

A TIP FOR GOOD WRITING – USE THE KEY WORD METHOD

This helps to breakdown long application questions and ensure you are hitting all of the key points necessary to maximize your score.

KEY WORD METHOD – EXAMPLE QUESTION

Communication, dissemination and visibility of funding
Describe the communication and dissemination activities which are planned in order to promote the activities/results and maximise the impact (to whom, which format, how many, etc.).

Clarify how you will reach the target groups, relevant stakeholders, policymakers and the general public and explain the choice of the dissemination channels.
Describe how the visibility of EU funding will be ensured.

KEY WORD METHOD – EXAMPLE QUESTION

Communication, dissemination and visibility of funding
*Describe the **communication and dissemination activities** which are planned in order to promote the activities/results and **maximise the impact** (to whom, which format, how many, etc.).*

*Clarify how you will reach the **target groups**, relevant stakeholders, policymakers and the general public and explain the choice of the **dissemination channels**.*

*Describe how the **visibility of EU funding** will be ensured.*

Target groups:
- *Primary – Main target group who will benefit form the project*
- *Secondary – Other groups that could also benefit from the project (e.g. other organizations, policy makers, etc.)*

Communication and dissemination activities:
- *Online – social media, websites, newsletters. Target Group: X*
- *Face-to-face – events, workshops, pilot activities, participation in external events, leaflets, etc. Target Group: X*
- *Using "multipliers" – e.g. stakeholder networks at national and EU level. Target Group: X*

Explain your network(s). What channels are at your disposal?

Impact

What is then goal of dissemination? What difference will it make, "e.g. mainstreaming project outputs and results, sharing learnings, gathering feedback for further project development". How many people do you want to reach? Who will measure and report on impact? (you could include a staff profile here)

Visibility of EU funding

E.g. "Acknowledgement of EU funding will be highlighted in all project communications, in line with funder requirements. [Partner in charge of dissemination] will ensure that this is implemented and monitored throughout the project."

RESULTS

SUCCESS!

REJECTION

FUNDING SUPPORTS

SUBSCRIBE TO FUNDINGPOINT

Posted on 31 Jul 2018 | Last updated on 5 Mar 2020

Fundingpoint is The Wheel's online database of funding grants for the Irish community and voluntary sector.

800+

HUNDREDS OF FUNDING GRANTS

X 12

DOZENS OF FUNDING DEADLINES

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EXCLUSIVE MONTHLY NEWSLETTER

Q&A

the wheel

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