



## Project Fundraising Top Tips I've learned over the years

- Learn to love spreadsheets if you don't already
  - Only enter numbers once to minimise mistakes
  - Enter formulae to show how you have derived the figures
  - Be explicit in the notes how you arrived at the costings. If it's a guess, say so, and then try and source something realistic
  - Use this spreadsheet later to monitor spend
- Have a clear idea of what you want to do. Ideally Brainstorm with others.
- Divide into subprojects / activities to build up a picture, allowing you to add or subtract elements as needed.
- Think about adding links and collaboration: to academics, to schools, to creative art groups etc
- Be realistic what you can do and prove.
  - Think targets and what you can realistically deliver. How can you prove outcomes?
- Cost EVERYTHING. If it's part of the project, then either make it a cash item or an inkind contribution.
- Think of how you can use the application to cover costs in your organisation, eg overheads, computers, subscriptions etc
- Timing is essential – and it always takes longer than you think to produce drafts, get permissions etc
- Be prepared to learn and talk the jargon. Key phrases include well being, capacity, sustainability. BUT also find a way to use these in real prose.
  - Think outputs and outcomes
- Try to put yourself in the funders' shoes. Why should they trust you? What risks do they see in you doing everything you plan to do? How can you rephrase what you want to do in light of what they want to fund?
- Think carefully who to choose for letters of support. What do they add? How do they prove any statements you've made in your application? If you are limited by the number you can supply, figure out a way to reference this separately and offer to supply more. And leave enough time to chase for these.
- Match funding is a two-edged sword. Funders like sharing the load, but waiting for everything to come into place can add delays. If you think the funders want match funding, try to ensure at least one fund is local, as a demonstration of local support.
- Set up a good monitoring system from the beginning, and make sure you report to deadlines.

Date of document: v. 1 July 2022