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Writing Winning Bids

Overview of session

- **Most common mistakes made when writing an application**
- **Key components of a winning funding application**
- **Consider ways to improve the quality and appeal of your applications**

Common Mistakes

What are the most common mistakes made when writing a funding application?

In groups of 3 or 4 spend a couple of minutes to discuss what you think the most common mistakes might be

Common Mistakes

- Applying for grants you can't possibly get
- Asking for too much or not enough money
- Failing to demonstrate impact
- Providing too much information
- Using jargon and buzzwords
- Streams of consciousness
- The budget doesn't add up
- Not tailoring an application to a funder
- Assuming the funder knows about you

Exercise

What are the key components of a successful application?

Take a couple of minutes to discuss in small groups

What makes a winning bid?

Well managed and financially sound organisation

- appropriate management and financial procedures

Realistic and comprehensive plan

- clearly defined aims and objectives with a reasonable course of action

Clearly defined need and outcomes

- compelling evidence of need with achievable outcomes

Accurate and realistic budget

- allowing for quality provision with detailed assumptions

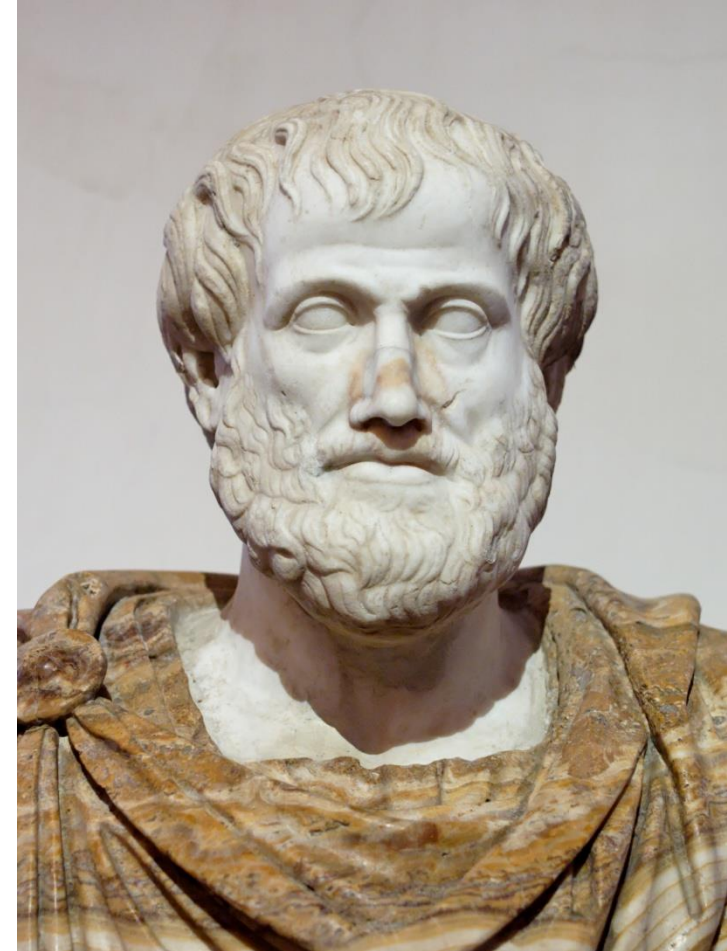
The logic of a proposal

Opening

- Elevator pitch
- Key selling points

Needs

- What is the nature of the problem?
- How do you know the need exists?
- How widespread is it?
- Why is it important?
- Any social trends/research?
- Are you building on existing work?
- Why is the need important in your area?



The logic of a proposal

- **Approach**
- **Capability**
- **Budget**
- **Impact**

Key Selling Points

- What is unique special or different about your work/organisation?
- Why is it important?
- What will it achieve?
- What's going to grab the funder's interest?

In groups of 4 – 5 consider and discuss some of the key selling points of your organisations and the work you do. Make a note of your key selling points to share with the group.

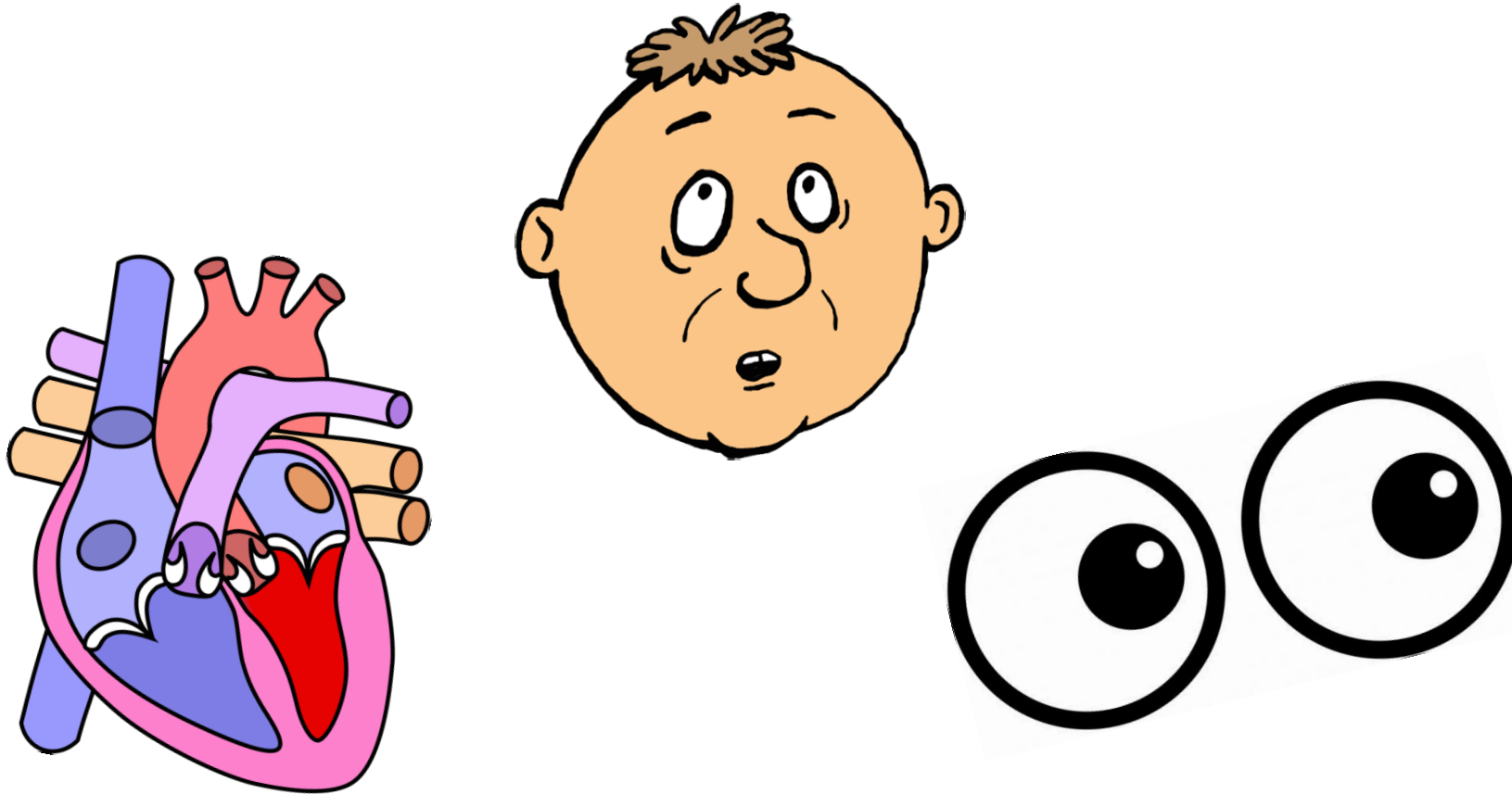
Elevator Pitch

What is an elevator pitch?

Answer - A concise, carefully planned and well-practiced description of your charity that your mother should be able to understand in the time that it would take to ride up in an elevator.

Do you have an elevator pitch for your organisation?

Head, heart and eyes



Sustainable Funding

- Information and advice
- Learning and development
- Raising the profile of the sector
- Access to member services
- Access to funding

Finding Funds



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Cymru

<http://cefnogitrydyddsector.cymru/>

WCVA

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