

## Funding Checklist

Think about why you are applying. People will give you funding for a compelling reason, so you need to work out what those reasons are.

### **Aims and objectives**

- What type of project is it? (e.g., personal/community/educational/social enterprise)
- What do you want to get out of your project?
- What are some of the key activities?

### **Impacts and benefits**

- What impact can your project create? (state qualitative and quantitative key performance indicators, known as KPIs)
- Why is this important?
- Who is your target audience and how can they benefit?
- How can the funder(s) benefit?

### **Finding the right funder**

- Who is your target audience?
- Are there any similarities to the audiences of the organisation/funder? (e.g. potential customers, locality, complementary services)
- How can your project contribute to the funder's remit or agenda?
- Are there any potential conflicts? (e.g. education and cigarette brands? competing sponsors?)

### **Developing your funding or sponsorship proposals**

When creating a funding proposal, it's important to consider the following things:

- Customise your proposal - it's important for it to match the needs of the potential funder
- Be aware of submission deadlines
- Be professional
- Follow-up, but don't harass

Remember that organisations or funders are looking for partnerships or investments that are of benefit to them. So make sure you are thinking about what you can offer them, not just what they can offer you.