

## Strategic Grants - Writing Checklist

1. When writing an application, ensure that the project match is spot on. If ANY doubt at all, contact the funder.
2. Ensure that applications always contain the most relevant and up to date information about the organisation and clients / cause that it represents.
3. Ensure that the ask is at the front of the application (where possible) and that it focuses on the people being helped – NOT the organisation itself. While it's still important to demonstrate organisational capacity –the data to endorse the need should focus on the people impacted.

### **Remember: Fundraising 101 – People give to People**

4. Clearly define the AIM of the project.
5. Demonstrate the project need and qualify with data.
6. Define the strategies the project is using to address the needs.
7. Substantiate all outcomes figures.
8. How is the project being evaluated? WHO is going to evaluate?
9. Budget
  - Adhere to guidelines
  - Factor in other income
  - Include in-kind support
10. Spell & Grammar check
11. Ensure all formatting is consistent throughout the document and adheres to any funder guideline specifications
12. Proof read
- 13. Get a third party to check the application and to confirm:**
  - a. Is the need stated up front, backed up with impactful statements and data?
  - b. Do they understand what the project will be delivering?
  - c. Do they feel that the project is delivering an effective service and filling a need?
  - d. Are all the statements backed up with evidence?
  - e. Has the organisation effectively portrayed its experience, success and effectiveness?
  - f. Are suitable and effective evaluation techniques in place to appropriately capture outcomes data?
  - g. Is the proposed budget justifiable and reasonable? And does it represent value for \$.
  - h. Is the application technically (grammatically) at its best?