Roger Hastrich Pty Ltd

How to win grants & influence people

Apologies to Dale Carnegie

Thank you to the Borough of Queenscliffe for making this workshop possible.

This workshop:

- ▣   Get prepared beforehand

- ▣   Read the grant application details

- ▣   (Read the grant application details again)

- ▣   Do some background research

- ▣   Work out your story

- ▣   Review the application form

- ▣   Writing style & tips

- ▣   Useful links & follow up

Get prepared beforehand

Prepare information that you would use in any application, including:

- The legal status of your organisation + key people / contacts

- The mission / vision and objectives of your organisation

- Any brief history / backstory to your organisation

- Previous projects / achievements

- Your idea(s) for application(s) – sketch the simple WHAT / WHY / WHO

- Dollars you are seeking – sketch out costings

Multiple grant applications: build up a library somewhere safe & accessible

Look for a range of funding sources (baskets & eggs)

Many hands: build a small team of submission experts

Read the grant application details

(Read the grant application details again)

#1 – are you even eligible to apply?

#2 – closing date for application – can we do this by that date?

#3 – Then run through the grant application form and check:

The information **you already have** – make sure you know where it is	**Gaps in your information** – start there – you need to fill those gaps before you can complete the form

General tip:

Pay attention to details (word count / character count: font: online submission system: uploading attachments)

Do some background research

#1 – Word codes | Every field has 'jargon' – like a code. Use this to your advantage. Contemporary terms. Go to govt / peak body websites to highlight key words.

#2 – Numbers | Does your application need data to tell your story? See the links below for demographic data + use any you have.

3 – Alignment | The funder has objectives… check that your idea aligns with those objectives – if yes, argue that you are <u>delivering</u> objectives in the real world with real people

Work out your story

You now know what this particular grant is looking for:

Competence	Exude confidence that you can do this - your organisation can deliver XXX, which will benefit YYY and create ZZZ because... track record / unique knowledge / skills.

In kind	Soft assets: cost out the value of your volunteer people hours / donated resources & materials – use words like 'leverage' and 'added value', because they are true

Emotion	Within reason – go to the heart – you story is about people.... What is important to them and why....features, benefits & outcomes

Review the application form

- Make sure you know where to fit which bits of your story

- Yes, forms are often repetitious and ask the same question twice – look at different ways to tell your story

- Check that you have filled those pesky gaps

Double check that you know exactly how to submit your proposal and prepare to submit it early (pssst, online stuff doesn't always work)

Estimate how long it may take to write the application and try to carve out time to do a complete first draft.

Writing style & tips

Think like an interested but tired bureaucrat who has just read fifty really bad applications.

Writing style:

- Formal register of language
- Short sentences & brief paragraphs (like a journalist)
- Bullet points and groups of three
- Headings (to help navigate)
- Use fancy FONTS / **bold** / *italic* and <u>underline</u> sparingly

Proofreading: fresh pair of eyes

Check that you have submitted your application correctly

Useful links & follow up

Victorian State Government, Department of Premier and Cabinet

https://www.vic.gov.au/how-write-good-grant-application

Our Community, Funding Centre

https://explore.fundingcentre.com.au/help-sheets/writing-grant

Statistical tools summary: Our Community – free

https://explore.fundingcentre.com.au/help-sheets/fundraising-statistics

Other resources, templates & guides – at cost eg $125 one person, $200 NFP multi user

https://explore.fundingcentre.com.au/membership

Demographic data: G21 regional profile

https://g21.com.au/g21-region/social-economic-profiling/

Arts:

https://www.artshub.com.au/news-article/features/grants-and-funding/brooke-boland/how-to-write-a-successful-grant-application-252597

Sport:

https://sportscommunity.com.au/grant-category/how-to-win-a-grant/

Philanthropic Trust Funds:

https://www.philanthropy.org.au/seek-funding/how-to-seek-funding/