



FULLCIRCLEARTSTOOLKITS

SERIES 1 FUNDING... do's and don'ts of writing a funding bid

Do

Read the funders criteria and guidelines FIRST.

Write in shorter sentences.

Use bullet points to break up long sections of text.

Use shorter rather than longer words. Say 'about' rather than 'approximately', 'try' rather than 'endeavor', 'often' rather than 'frequently'

Use facts not opinions.

Show research including statistics to make your case (BUT you must show your sources).

Keep it short and simple, but make sure you say all you need.

Make it clear and logical.

Improve the visual appearance and readability by using shorter paragraphs, headings, subheads and bullet points rather than continuous prose.

Write for the reader, with an understanding of their level of knowledge and their perception.

Give your finished application someone to read who doesn't know about your project to check it is clear and understandable.

Don't

Use jargon. Only use words that you can guarantee your reader will understand.

Use acronyms - will someone not in the arts understand what ACE NW means, or will someone with no knowledge of disability issues know what either the DDA or DLA stand for?

Make bland assertions - 'extremely busy', 'well attended', 'massive increase' - give figures.

Use unsubstantiated superlatives - 'desperate need', 'absolutely unique', 'waste of glorious human potential' etc.

Assume knowledge - "You will, I am sure, be familiar with the problems of" Will they?

Patronise either the funder or the beneficiaries of your project.

Use words or ideas that could be controversial to the funder. Talk in a common language and build bridges between your understanding and theirs.

Use three words when one will do.

Pass on fund-raising responsibility 'if you could support my/our project or know of any other company which might' have your own clear fund-raising plan.