



FULLCIRCLEARTSTOOLKITS

SERIES 1 FUNDING... **your selling points**

Identifying your own selling points before asking a funder to invest in you or your work.

Try to write down at least three selling points under each of the following headings.

My project/work meets the following need(s):

The needs I meet are particularly important because:

The following shows that my work/projects are effective:

I am different or unique because:

My other strengths are:

If this project were not to happen or my work didn't exist then:

Funders usually prefer to support success rather than failures. Therefore, you need to be able to show a track record of success. List your five greatest successes in recent years (e.g. in the past three years).

 1.

 2.

 3.

 4.

 5.