

DOs and DON'Ts

DO

- ✓ Follow the funder's guidelines e.g. included any requested enclosures (TIP – read through the guidelines and make yourself a checklist)
- ✓ Show that you meet the funder's criteria e.g. if they don't cover running costs or travel, don't include this in your application
- ✓ Be specific – about how much you are asking for and what you will do with it. Make a good case and support it with facts and figures
- ✓ Create a good impression – check your spelling and include photos if applicable
- ✓ Use positive, confident language – e.g. 'we will' rather than 'we hope to'
- ✓ Keep it short – be succinct
- ✓ Contact funder if you have any questions or are not sure about anything
- ✓ Remember to sign the application

DON'T

- ✗ Apply for funding if your organisation or project is ineligible – this just wastes everyone's time, not least your own. If in doubt, ask
- ✗ Be vague – this suggests that the project hasn't been properly thought through, or that you're trying to hide something
- ✗ Ask for more than the funder is likely to give – or for more than you need