

Bid writing tips workshop

General Guidance

These sections cover the essential steps to maximise the success of a funding bid while keeping the process organized and professional.

1. Targeting the Right Funder
2. Crafting a Compelling Application
3. Key Factors Funders Look For
4. Budgeting and Financial Transparency
5. Final Review and Follow Up

1. Targeting the Right Funder

- **Match Objectives:** Ensure the funder's aims and eligibility align with your project rather than reshaping your project to fit their criteria. Finding a well-matched funder increases your chances of success.
- **Plan Ahead:** Applications may take longer than anticipated. Some grants open only once a year, so begin planning months in advance to meet deadlines.
- **Consider Growth Carefully:** Set realistic goals to allow sustainable growth. Trying to achieve too much too quickly can strain resources and impact quality.

2. Crafting a Compelling Application

- **Clarity and Conciseness:** Applications should be easy to read and devoid of jargon, as reviewers have limited time.
- **Understand the Competition:** Funding is limited, and applications are judged relative to others. Ensure your application stands out and is error-free.
- **Put Yourself in the Funder's Shoes:** Think about what information they need. An early summary demonstrates professionalism and clear purpose.

3. Key Factors Funders Look For

- **Evidence of Need:** Show that your project addresses a real, documented need, and explain how it will bring improvement.
- **Clear Goals and Success Measurement:** Define objectives and outline how you'll assess impact.
- **Realistic Budget:** The budget should be transparent, detailed, and justifiable. It should also represent value for money.
- **Competence and Planning:** Prove your capability to deliver by showing past achievements, acknowledging potential risks, and preparing mitigation strategies.
- **Vision and Uniqueness:** Communicate your passion and values. Funders want to see why your project stands out among other applications.

4. Budgeting and Financial Transparency

- **Budget Clarity:** Ensure your budget is comprehensive, realistic, and arithmetically accurate. Avoid overestimating costs and document your calculations in case of questions.
- **Include Other Funding:** Show any additional funders or in-kind support to display comprehensive resource planning.
- **Exit Strategy:** Detail your plans for when the funding ends. Funders are more likely to support projects with a clear long-term vision that does not solely rely on continued funding.

5. Final Review and Follow Up

- **Critical Review:** Re-evaluate your application before submission. Ask someone unfamiliar with it to review for clarity.
- **Final Checklist:** Confirm alignment with funder aims, address details, length, and professional presentation. Attach only required documents and clearly state contact information.
- **Post-Funding Relationship:** If successful, thank the funder, share updates, and invite them to see your project. Building strong relationships can support future funding opportunities.

Exercise: Community Energy Fund Application Scoring

You will act as the scoring panel for Community Energy funding using the guidance documents provided mark the applications and assess whether they fit the criteria.

Can you offer any advice to the groups where to strengthen the applications or where they have misread the guidance on their requests can you highlight these?

You will have 15 minutes to mark this application and we will discuss the scores after.

Applications Review

Project Title	Project Type	Grant Requested	Score	Comments
Energise Abberton	B	£36,000		The organisation applying for funding is not eligible
Warmer Schools Oadby	A	£55,000		Grant request is above the maximum
Eco Lowd-Homes	B	£40,000		'Meals for the committee' is not a permitted expense
Bioenergy for All	A	£40,000		Performs well on most factors