

Proposal Writing

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Fundraising Action Limited



"For sale:

Baby shoes. Never worn."

E. Hemingway













Key elements of a proposal





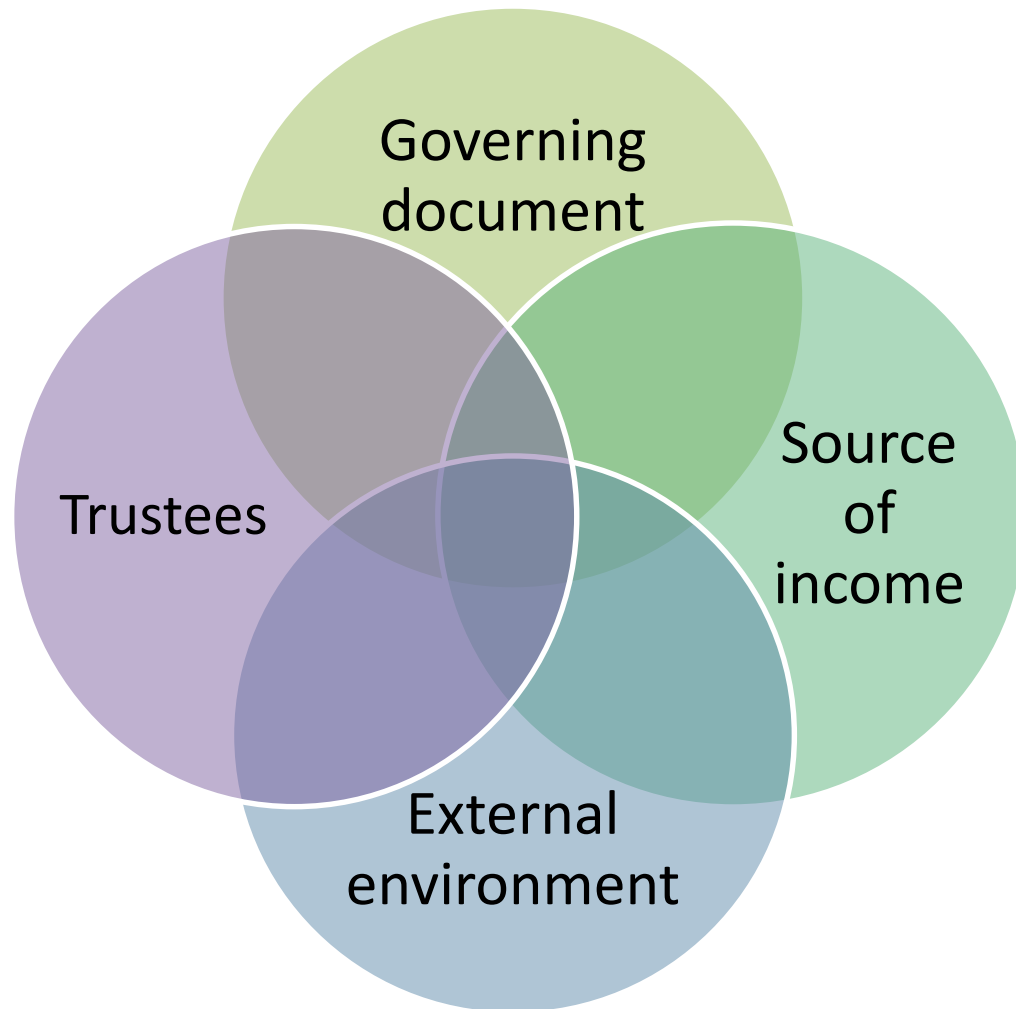
As the Trustees remain flexible and wish to fund the **most compelling projects**

We do not have a rigid application form as we want to give you **space to be yourselves** so we can understand you better.

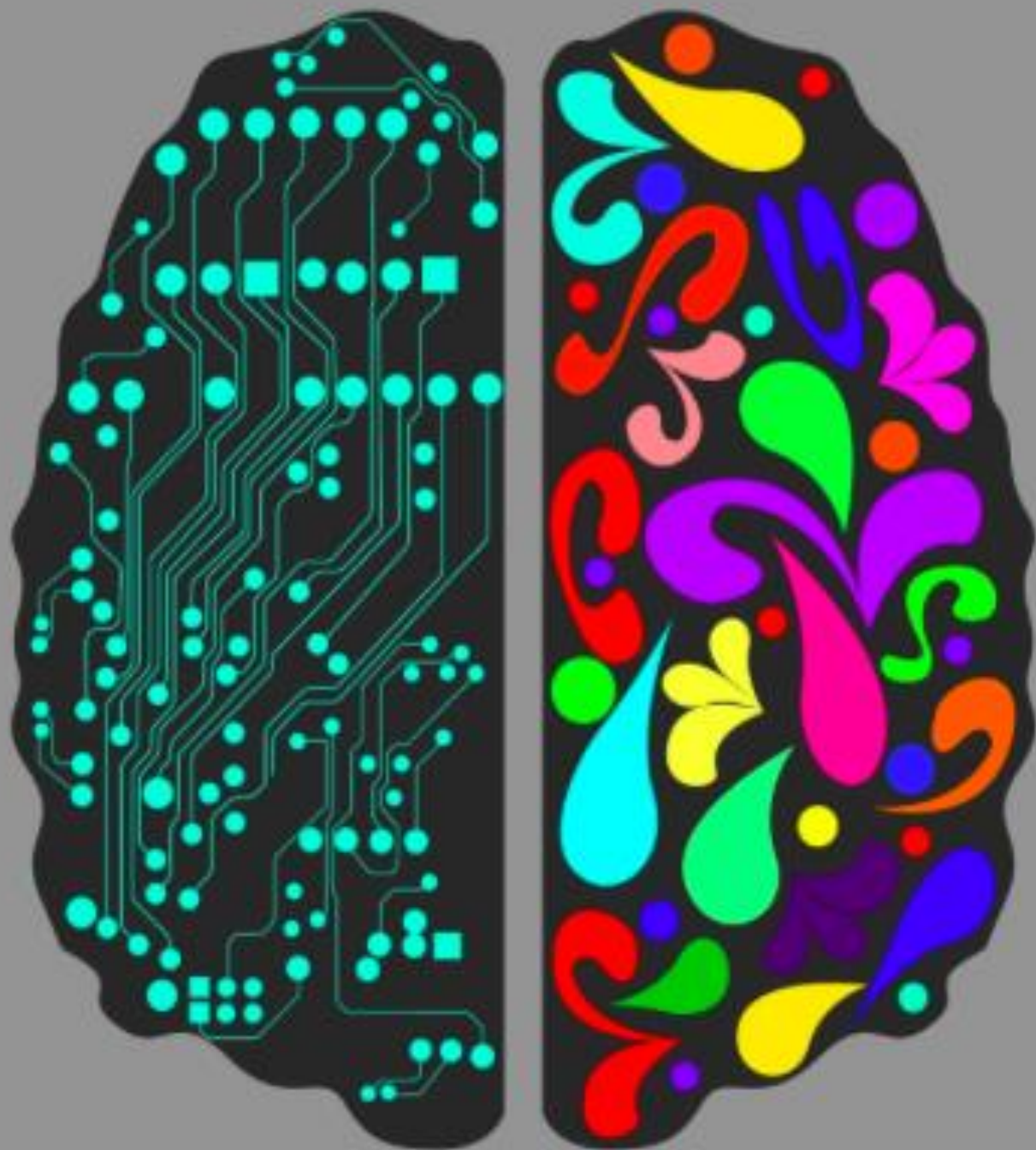
While we expect to see robust plans please don't feel that you have to be too clinical – if the work of your charity has an emotional impact or brings joy then you can tell us that too. **A balance between 'head' and 'heart' can make a proposal compelling.**

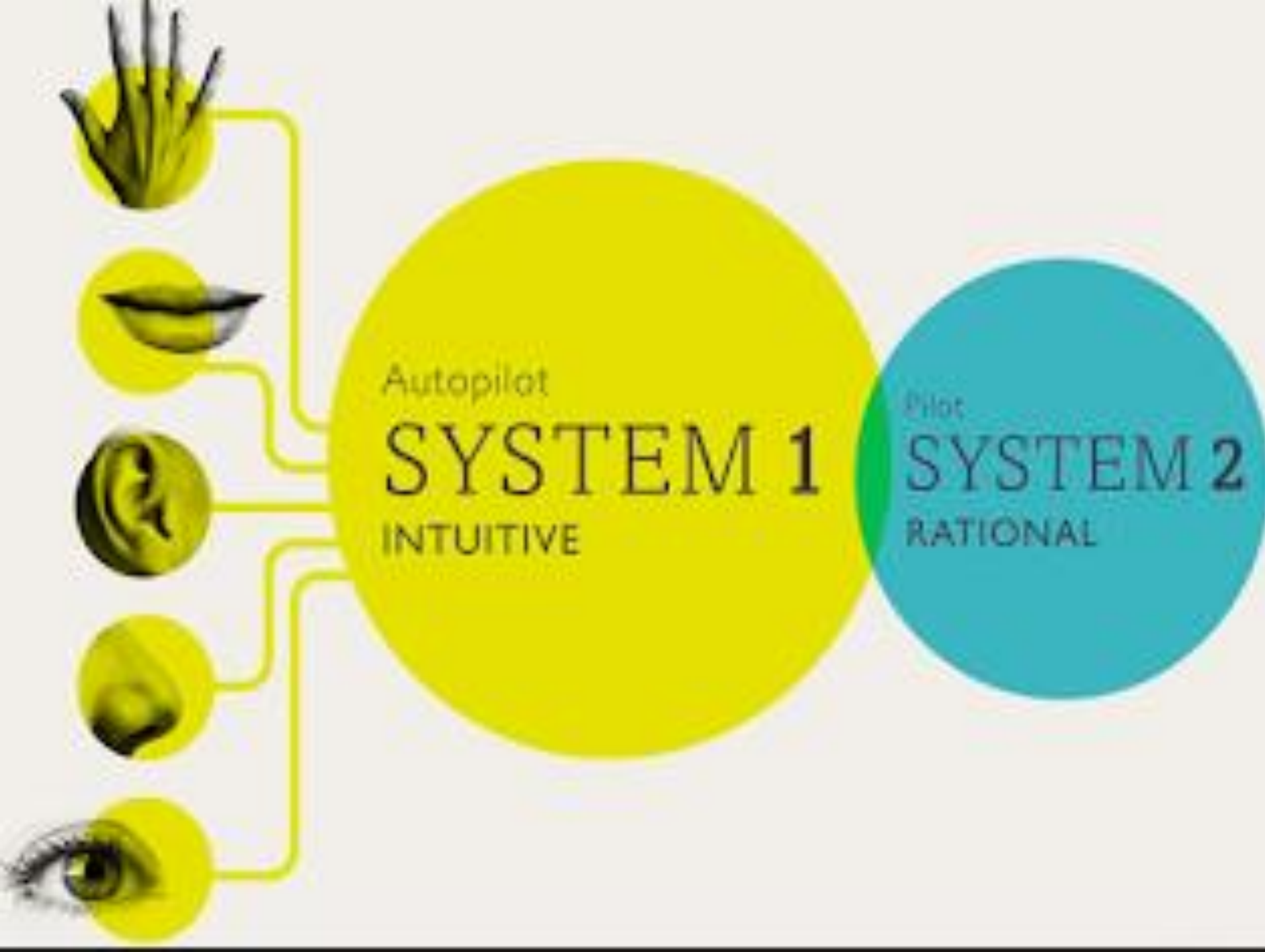
Grantmakers

Factors influencing decisions









Psychology of giving

DONATE

YEMEN APPEAL

MAKE A DONATION

**TOGETHER, WE FIGHT FOR CHILDREN
EVERY SINGLE DAY**



Case for support



- About the whole organisation (or a specific project) – library of projects
- Resource pack of information for fundraising – one-stop shop
- A tool to inform your fundraising strategy, bids and approaches to supporters – compelling approaches
- Essential to engage the whole organisation in the fundraising effort – consultation with stakeholders

What goes in the Case for Support?

- Vision – Mission - Goals
- Programmes and services (delivered to the beneficiaries)
- Financial overview (inc. project budgets)
- Governance (management of the org.)
- Staffing (C.V.s & biogs.)
- Facilities and service delivery (whole organisation)
- Planning and evaluation (deadlines & reporting)
- History and development of the organisation

Resources that will help bring you fundraising proposal to life:

- Case studies of need
- Case studies of services delivered
- Quotes from previous beneficiaries
- Quotes from future beneficiaries that illustrate the need
- Press releases
- Photos
- Celebrity or expert endorsement

SUPPORTING DOCUMENTS

Note, not every charity or project will need all of these documents...

- Audited Accounts
- Memorandum and Articles of Association / other governing document
- Strategic Plan
- Annual Operating Plan
- Communications Strategy
- Fundraising Strategy
- Job descriptions, C.V.s and biographies (staff and trustees)

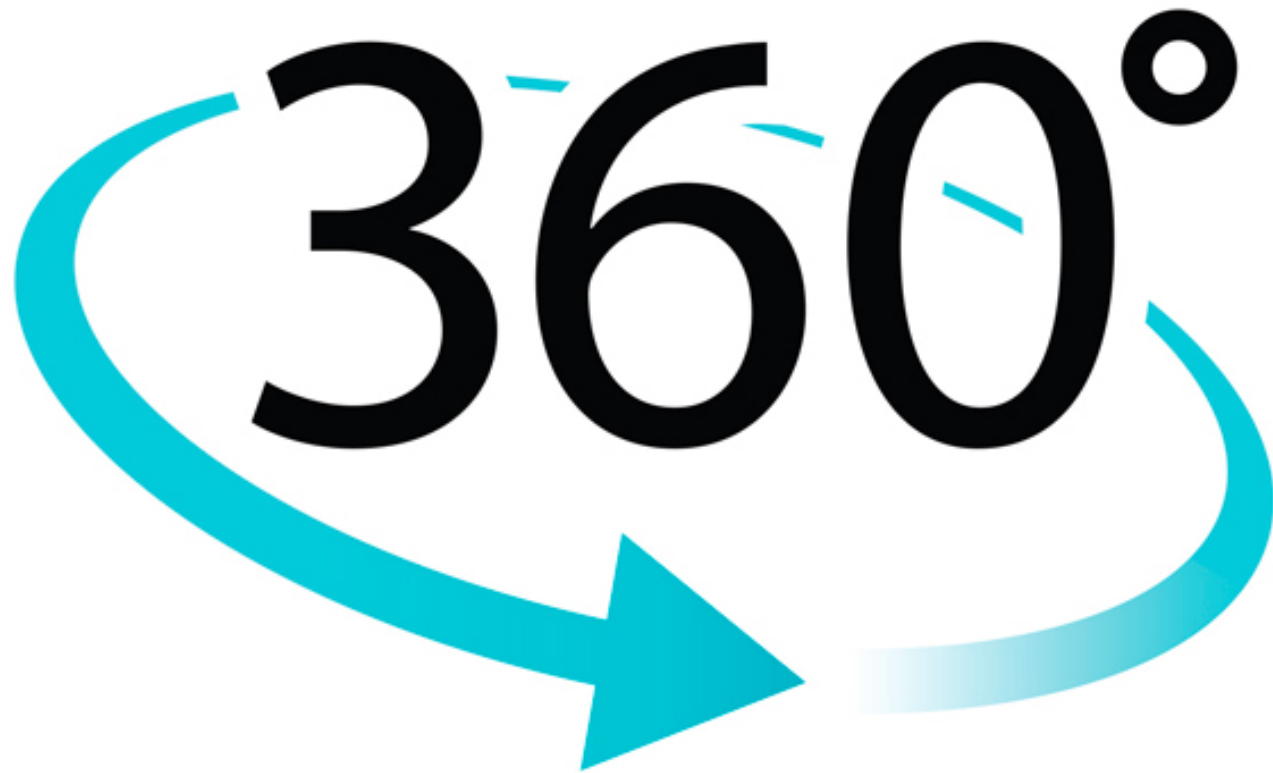
Policy documents:

- Health and Safety
- Equal Opportunities, including HIV
- Child Protection & Vulnerable Adults
- Travel and expenses
- Volunteer support
- Environmental Policy
- Personnel Policy
- Data Protection Procedure

“It provides a rationale to donors for their support of the organisation and **should engender a sense of immediacy, excitement and importance**”.



WHO DO YOU THINK YOU ARE?



A world where no child is turned away
from the help that they need



Our vision is to realise Thomas Barnardo's dream of a world where no child is turned away from the help that they need

Our vision is a world where people
with a learning disability are valued
equally, listened to and included

Our vision, mission and values

Our vision is a world where people with a learning disability are valued equally, listened to and included



Our vision is to make the world a better place.

MISSION AND STRATEGY

KING'S FACTS

ACADEMIC CALENDAR

HISTORY & TODAY

MISSION AND STRATEGY

Research strategy
International strategy
King's and London
Sustainability

GOVERNANCE AND LEGAL SERVICES

THE PRINCIPAL

ORGANISATIONAL STRUCTURE

FINANCIAL INFORMATION

QUALITY, MANAGEMENT AND POLICY

JOB OPPORTUNITIES

KING'S WORLDWIDE

INTERNATIONAL STRATEGY

King's Strategic Vision 2029



Strategic priorities



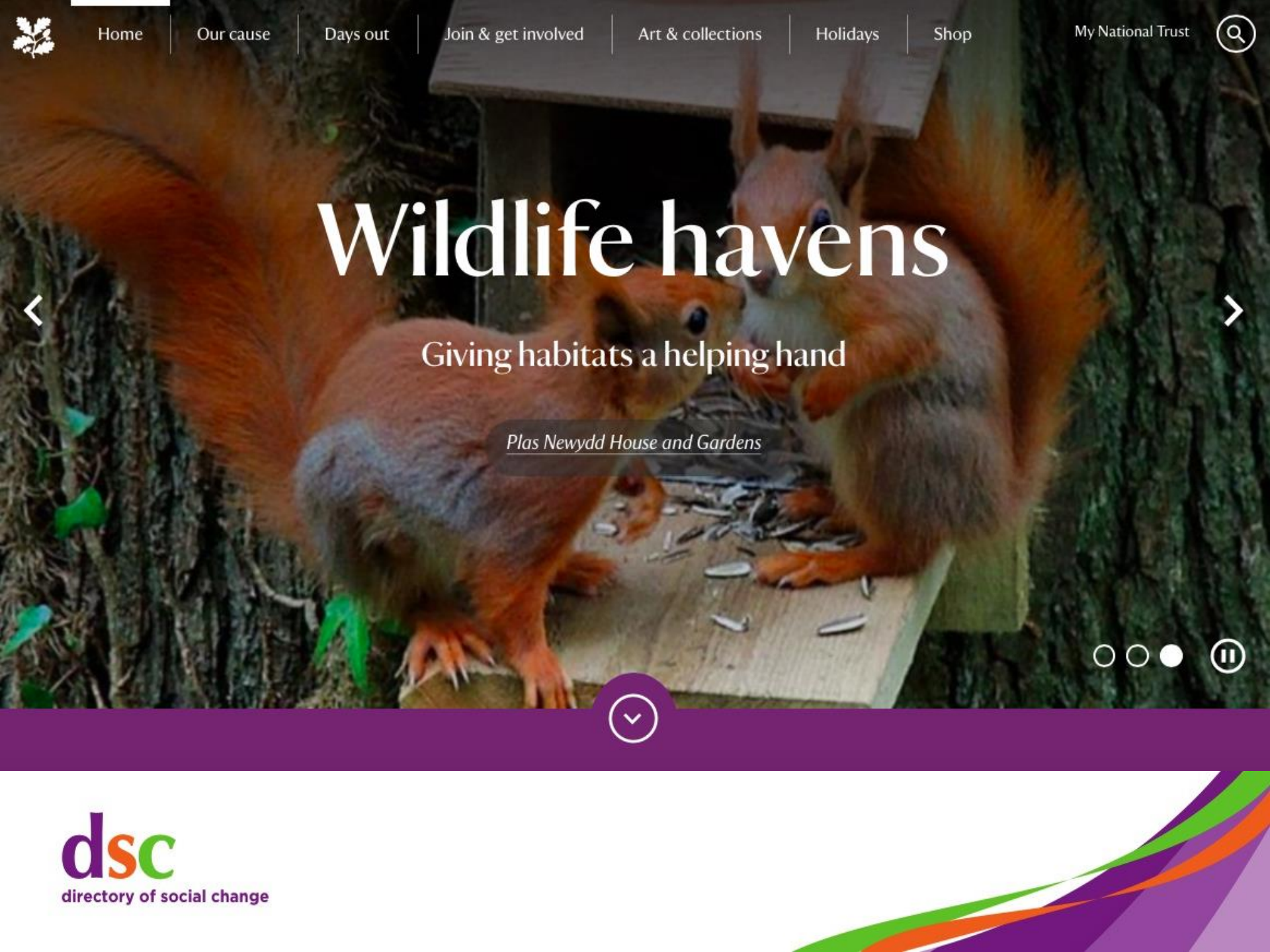
[Download the vision strategy document \(pdf 222kb\)](#)

EDUCATE TO INSPIRE AND IMPROVE

Find out more

- [Download the vision strategy document \(pdf 222kb\)](#)
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- [Bahati Books](#)
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For ever, for everyone



[Home](#)

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[Days out](#)

[Join & get involved](#)

[Art & collections](#)

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[Shop](#)

[My National Trust](#)



Wildlife havens

Giving habitats a helping hand

Plas Newydd House and Gardens



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directory of social change

We won't give up until everyone experiencing a
mental health problem gets support and
respect.



Information & support

About us

News & campaigns

Get Involved

Workplace

Shop

We're Mind, the mental health charity

We won't give up until everyone experiencing a mental health problem gets support and respect.

Don't know where to start?

Can you support us?

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A society that works for
autistic people.



National
Autistic
Society

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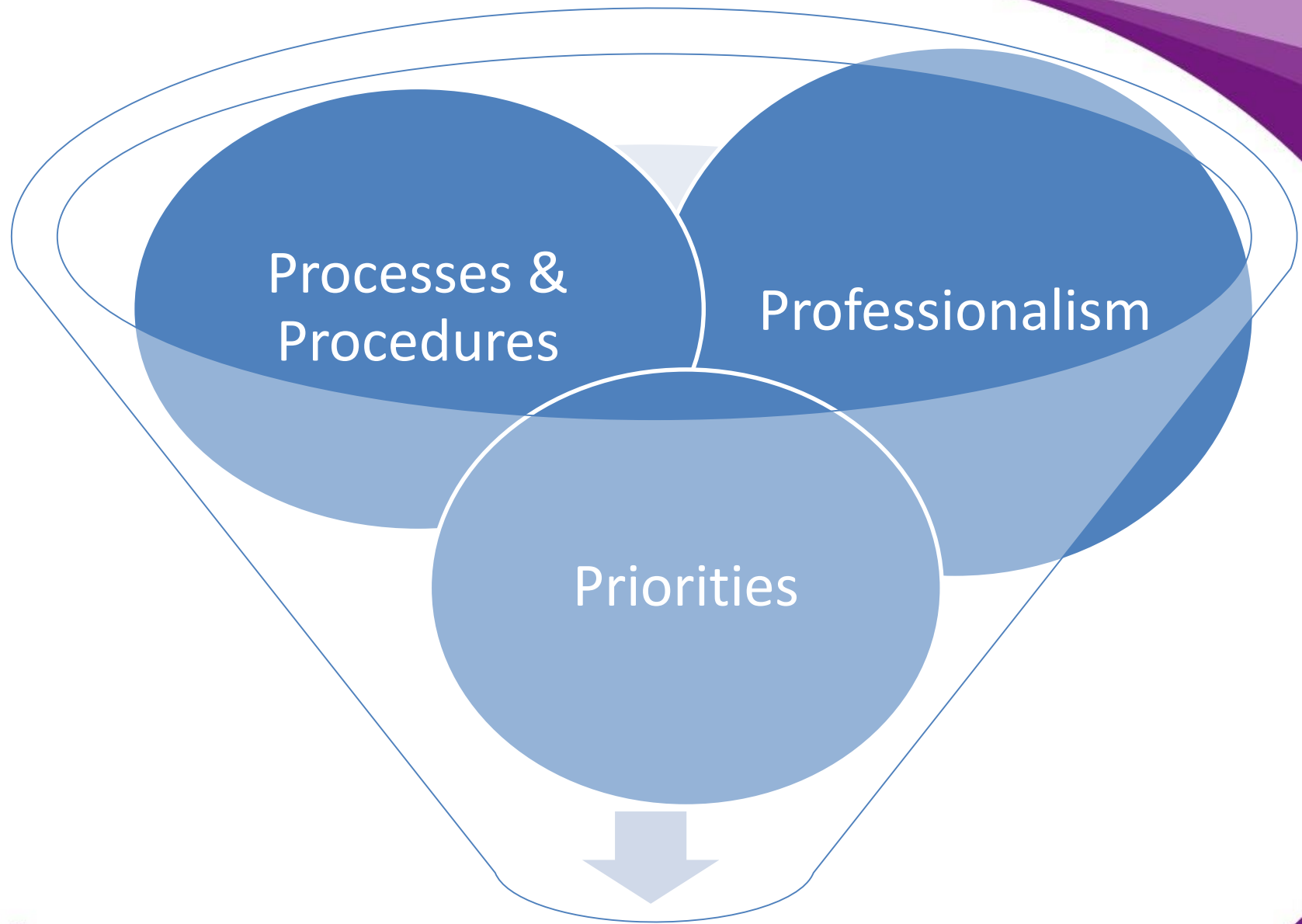
**IT'S ALL
ABOUT ME**











People



1200 per year

That's how many people with a learning disability die avoidably each and every year. But together we can stop this.

Take the online action now!

[Help us](#)



Together
we will end
homelessness



When you lift one person, you give them the power they need to lift others. It's the start of a chain



Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subjects only in outline, **but that every word tell.**

William Strunk Jr. in Elements of Style

**When you come back as a whale you'll be
bloody glad you put XXX in your will.**

Bee a honey and leave us some money

**Before you fall off your perch remember
us in your Will.**







Need statement

Problem + Action = Solution



X

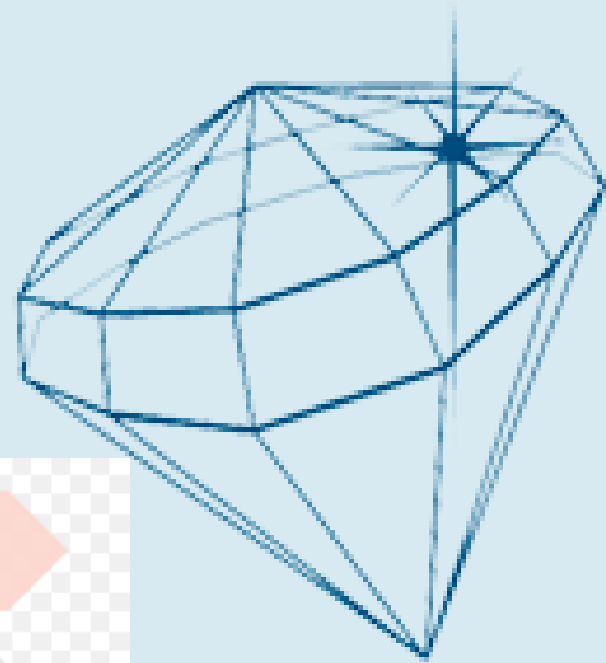
A

R



— Once upon a time there was _.
Every day, _.
One day _.
Because of that, _.
Because of that, _.
Until finally _.

—
The Story Spine



S

Specific

M

Measurable

A

Attainable

R

Relevant

T

Time-Bound

Problem description

What is the problem? Be sure to answer the questions: **Who? What? Where? When? and Why?** Use the needs statement to illustrate your understanding of the problem; don't just describe the symptoms.

Problem recognition

Why is it a problem? Who else sees it as a problem? What are the community stakeholder views?

Problem implications

What will happen to the population served and the community if the problem is not resolved? Is there a cost to society?

Problem hurdles

Clearly identify the challenges to addressing the problem. Describe the gap between what exists now and what ought to be? What has prevented solving the problem?

Problem urgency

Why does it need to be addressed now? What is currently being done about the problem?

What solving the problem means

Why should outside funding be used now to solve the problem or reduce the gap? Be clear about what can be accomplished within the time frame of the grant. Is the proposed action plan achievable and measurable?

Human interest story

Provide a real example of how the problem is affecting someone's life and how the proposed program will impact his/her life. **Make it real.**

דירקטוריון שינוי חברתי

Why is it a problem? Why is this important? So what?

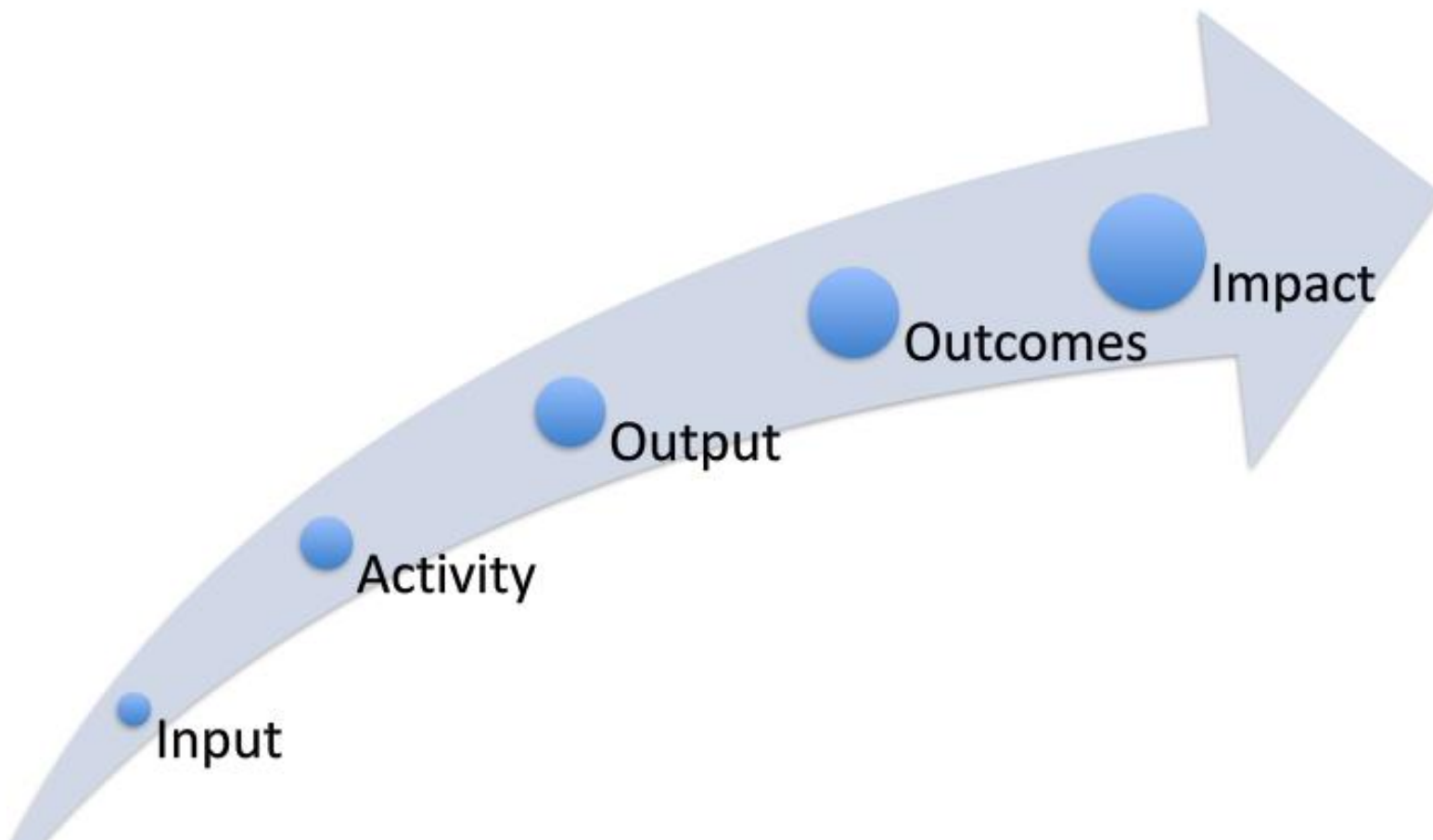
More and more young people are developing long-term health problems through lack of exercise.

=

Already health specialists are warning that this level of inactivity at an early age is storing up serious heart problems for the future. Indeed, as a leading cardiologist recently said...







dsc

directory of social change



According to the U.S. Energy Information Administration, Americans consumed 140.43 billion gallons of gasoline in 2015.

Americans consumed enough gasoline in 2015 to fill more than 212,000 Olympic-sized swimming pools.

Re-write the following sentences

- It would be our hope that you might fund this project.
- A demonstrated commitment to cooperation and collaboration forms the cornerstone of this partnership.
- This book was written on the understanding that it would provide . . .
- We can assure you that any contribution you would be able to make would be used to . . .
- Your grant has proved to be of great significance to this organisation, and we would like to express our gratitude.

VERBICIDE

We believe that children, given the right environment, have an enormous, but often untapped, potential to learn. The concept of the **learning organisation/company**, in many ways, has now become commonplace. We believe that this concept, replicated in communities, could have significant benefits.

Short-term respite care and flexible day care are the two most valuable forms of support for sufferers of Alzheimer's disease, which allow the carer to cope longer in the community.

VERBITIS

We all know that crime in general and youth crime in particular is on the increase. We also know that government initiatives to tackle these problems have failed.

Our college is a unique institution in British higher education . . . Our facilities are woefully inadequate . . . We operate in a very desolate and most deprived area.

VERBOSITY

Within our play centre, staff are required to enable us to register with social services and therefore operate within the law. A particularly high level of skill and understanding is needed in this sensitive area and therefore we feel it particularly useful to have the continuity of qualified staff to maintain the high level of confidence needed in the provision of this service, that is so vital to maintain free access to the centre.

VERBIFICATION

- 1 'Making a skill adjustment.'
- 2 'Achieving a positive budget variance.'
- 3 'Meaningful downturn in aggregate output.'
- 4 'Grain-consuming animal units.'
- 5 'An unselected roll-back to idle.'
- 6 'Localised capacity deficiencies.'
- 7 'High-quality learning environments are a necessary precondition for facilitation and enhancement of the ongoing learning process.'

VERBIFICATION

- 1 Making a lot of staff redundant.
- 2 Making a lot of staff redundant.
- 3 A recession.
- 4 Farm animals such as cows, pigs or sheep.
- 5 The plane's engine failed in mid-flight.
- 6 Traffic bottlenecks.
- 7 Children need good schools.



If I look at the mass I will never
act. If I look at the one, I will.

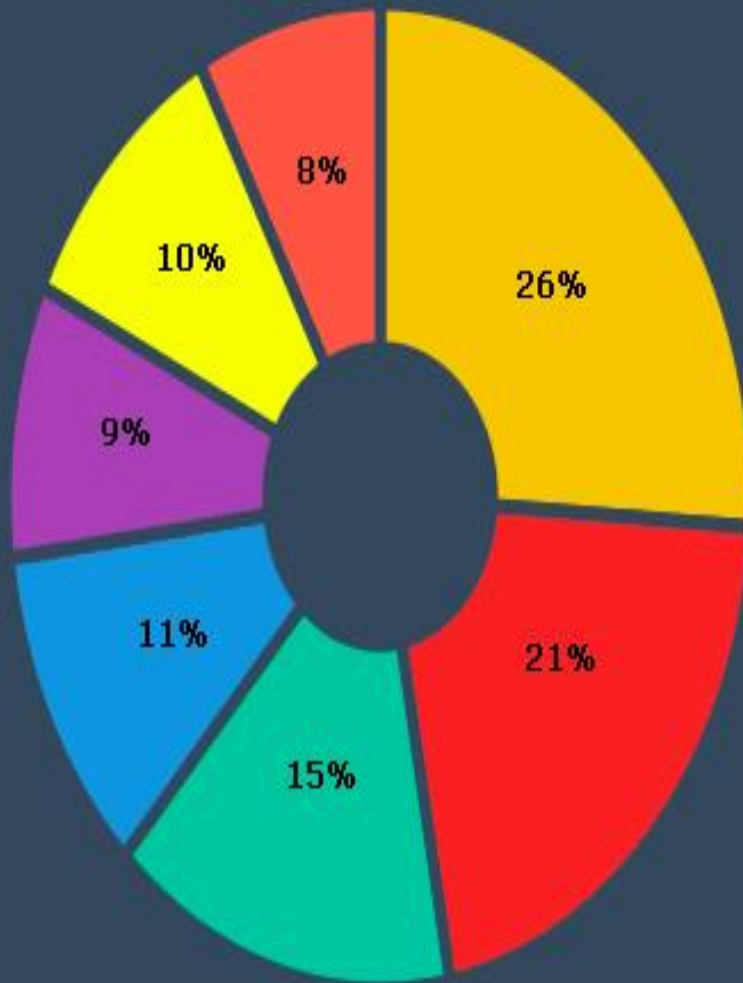
leprosy separates families

A diagnosis of leprosy can lead to isolation, as misplaced fear of the disease leads people to persecute and reject even their own family.

Help make a difference



The Seven Faces of Philanthropy



- The Communitarians: Doing Good Makes Sense
- The Devout: Doing Good Is God's Will
- The Investor: Doing Good Is Good Business
- The Socialite: Doing Good Is Fun
- The Altruist: Doing Good Feels Right
- The Repayer: Doing Good in Return
- The Dynast: Doing Good Is a Family Tradition

The Communitarian: "Doing good makes sense"

These donors often donate for a local community-related cause, because from the community's standpoint/norm, it is an important cause to support.



U K C O M M U N I T Y
F O U N D A T I O N S

G I V I N G F O R L O C A L G O O D

The Devout: "Doing good is God's will"

These donors often donate for a religious cause because they are religious.

Crisis Christmas Carol Services

Crisis is holding a series of special carol services throughout December.



The Investor: "Doing good is good business"

These donors want to have some (indirect) financial returns, such as tax benefits, while supporting a social cause. Many business companies can fit under this category

Alzheimer's Research UK

Wickes are proud to have raised a staggering £1,000,000 for Alzheimer's Research UK, just 18 months into our partnership. ARUK are the country's leading dementia research charity and were chosen by our employees as it's a cause very close to all our hearts. Their dedicated scientists focus their studies on the prevention and treatment of dementia, with the ultimate aim of finding a cure.



Many people think that dementia is a natural part of ageing but the truth is it's actually caused by many different brain diseases, of which Alzheimer's disease is the most common. There are currently over 850,000 people in the UK affected by dementia, two thirds of whom are living with Alzheimer's. There are currently no treatments that can stop or slow these devastating diseases. But Alzheimer's Research UK is on a mission to change that and Wickes are proud to be part of the fight! And we're not stopping at £1m: Watch This Space for more updates on our partnership.

Powering the fight to defeat dementia

The Socialite: "Doing good is fun"

These donors love socializing and meet new people. They are involved in local social networks and attend special fundraising events

SOCIALITE FUNDRAISER

Like 0 Tweet Save G+ Share 1

Are you the centre of your social circle, the glue that holds your group of friends together, and the one who always organises the party or drinks after work? These easy fundraising ideas will let you do what you do best, bring people together for a great time, but at the same time, collect a fortune towards your fundraising total.

Fundraising Ideas	Type of fundraiser	Easiness Rating	Fundraising Target	Time Scale
Charity lunch or dinner	Socialite	Challenging	£100	Two weeks



The Altruist: "Doing good feels right"

These donors donate from generosity and empathy. The same as the donors defined by "Altruism" theory.



The Dynast: "Doing good is a family tradition"

These donors are often children of very philanthropic parents, who have been donating for years. They became involved in philanthropy from their parents' philanthropic activities.



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The Repayer: "Doing good in return"

These donors make a donation to organizations that helped them and want to give back. School alumni are a good example.

[Home](#) [How can we help you today?](#) [Online Community](#) [Login](#) [My Macmillan](#) 

 [Information and support](#) [Get involved](#) [In your area](#) [About us](#)  [DONATE](#)

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[Home](#) > [Donate](#) > [Ways to support us](#) > [Weddings](#)

Make weddings special

Love got you here and love will see you through.

**Supporter Care
Hub**
0300 1000 200
Monday to Friday, 9am-5pm

What better way to start your married life together, than by remembering the people that got you here, and by helping people living with cancer find their best way through. Here are some ways you can involve our charity in your celebrations:

The concept of fit

Mission fit

Management fit

Workforce fit

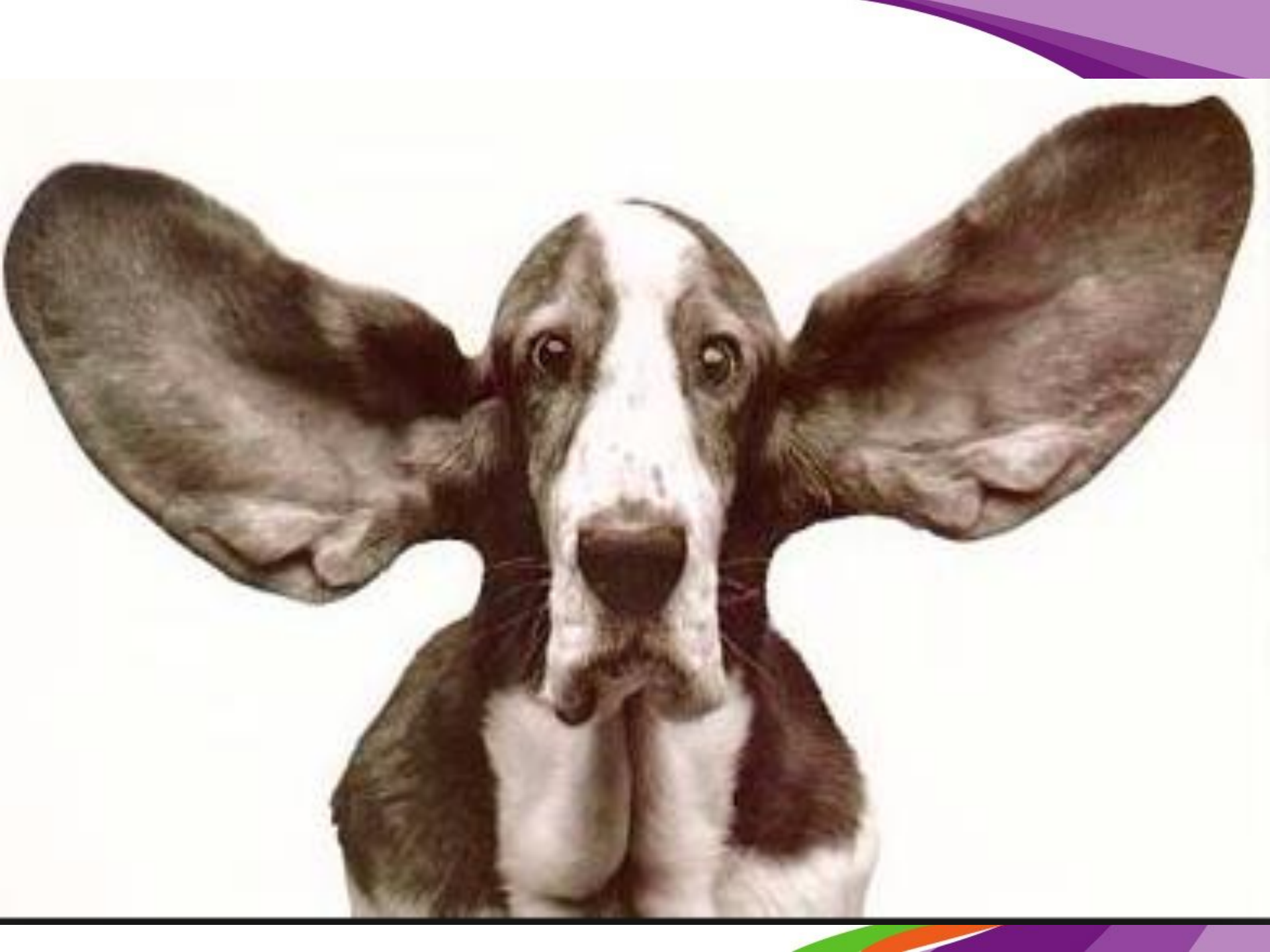
Target market fit

Product/cause fit

Cycle fit

Cultural fit

- 1. Kind**
- 2. Caring**
- 3. Compassionate**
- 4. Helpful**
- 5. Friendly**
- 6. Fair**
- 7. Hard-working**
- 8. Generous**
- 9. Honest**













THE
LIFE YOU
CAN SAVE

HOW TO PLAY YOUR PART
IN ENDING WORLD POVERTY



PETER SINGER

*'Brilliant. A practical plan to eradicate
world poverty' OBSERVER*

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The Identifiable Victim

DONATE

YEMEN APPEAL

MAKE A DONATION

**TOGETHER, WE FIGHT FOR CHILDREN
EVERY SINGLE DAY**

Futility

Explain that to the 1,500 people you didn't help...





SOCIAL PROOF



COMMITMENT



RECIPROCATION

INFLUENCE



LIKING



AUTHORITY



SCARCITY

Reciprocity





Social Proof



Scarcity



Scarcity



Together
we will end
homelessness

Authority



**KEEP
CALM
AND
LOVE YOUR
CRITICAL FRIENDS**



directory of social change

STOP WRITING!



Books and other things

- <https://www.dsc.org.uk/publication/story-telling-can-change-the-world/>
- <http://sofii.org>
- <https://www.thecasewriters.com>
- <https://nfpsynergy.net/show-and-tell-best-practice-guide-portraying-beneficiaries-and-service-users>
- <https://www.kent.ac.uk/sspsr/staff/academic/a-b/breeze-beth.html>