Fundraising Now, 29 March 2023 – George Knight, Training Consultant

PROPOSAL WRITING

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Working Together, with Tech!

Some things remain the same
- There's no such thing as a silly question
- Respect – space and values for others
- Participation – involvement/contribution

Some things because we're virtual
- Where possible, video always on during whole group or breakout room discussion
- When we break, feel free to switch camera off
- Take a screen rest during breaks
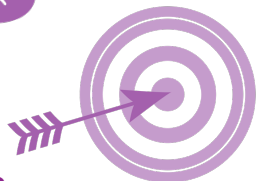
… a virtual handshake

With the end in mind…

Prepare

Train

Targets

Implement

Review

Teach

Share

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Key takeaways

- How to research and plan a project

- Drafting and submitting applications

- Following up after an application

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"Today, somebody has to ask somebody for money"

Research and planning

"We must be equally committed to the fundraising of our services, as we are to the delivery of our services."

Kara Logan

Application journey

1. Identify projects

2. Build credibility

3. Plan your project

4. Cost the project

5. Research grant prospects

6. Write a good proposal

7. Make the approach

8. Follow up

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TASK: Standing out in the crowd

- How can we stand out from the crowd in our applications?

TASK: Standing out in the crowd

- Making videos (using college students/free resource)
- Case studies
- New message that makes people think
- Talk about impact/awards
- Spotlight unique points
- Put donors in the shoes of your beneficiary
- Voices of beneficiaries
- Real life feedback
- Beneficiary intros
- Looking at the difference we can make

Beneficiaries should be both subjects and experts

Use data

- 1-3 high-impact points

  – For every £1.20…

  – We helped 1347 people to…

  – We provided 886 hot meals…

TASK: Stats

- List 1-3 stats you can use in your stories

- Use specific numbers

Keep a story log

Date	Story
1 July	Beneficiary made their first chutney
3 July	Volunteers fixed the compost bin
5 July	100 new hedgerows planted

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Nail the hook

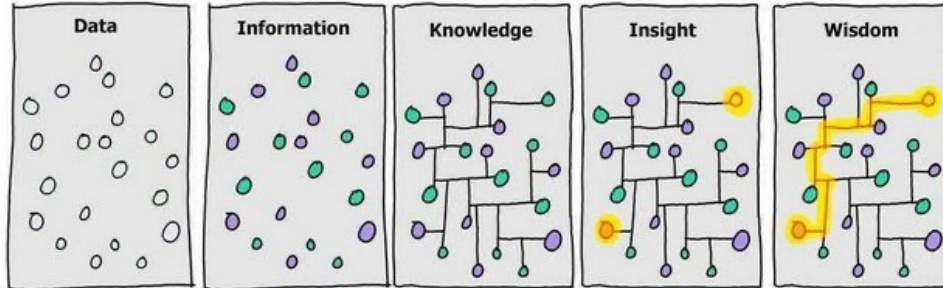iPhone: Every once in a while, a product comes along that changes everything

MS Society: End MS in our lifetimes.

Strømme Foundation: Kristiansand creates 5,348 jobs in less than a month. But not for Norwegians.

Make it a process

Create new ideas and variations, rework ideas

Pass the 'so what' test

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Make it emotional

- LOL – that's so funny

- WTF – that pisses me off

- AWW – that's so cute

- NSFW – that's crazy

- OHHH – now I get it

- FINALLY – someone said what I feel!

- YAY – that's great news

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TASK: Put it into practice

- Think of your different projects
- Create your own hooks
- Write down every idea
- Narrow down to three

- For inspiration, look at other charities
  - Write down their best hooks

Maintain a consistent message

Project details

- Start date
- End date
- Venues
- Staff involved
- Anything else?

TASK: Project details

- Write down your project details
  - Dates
  - Locations
  - Staff
  - Costs

Drafting and submission

Application journey

1. Identify projects

2. Build credibility

3. Plan your project

4. Cost the project

5. Research grant prospects

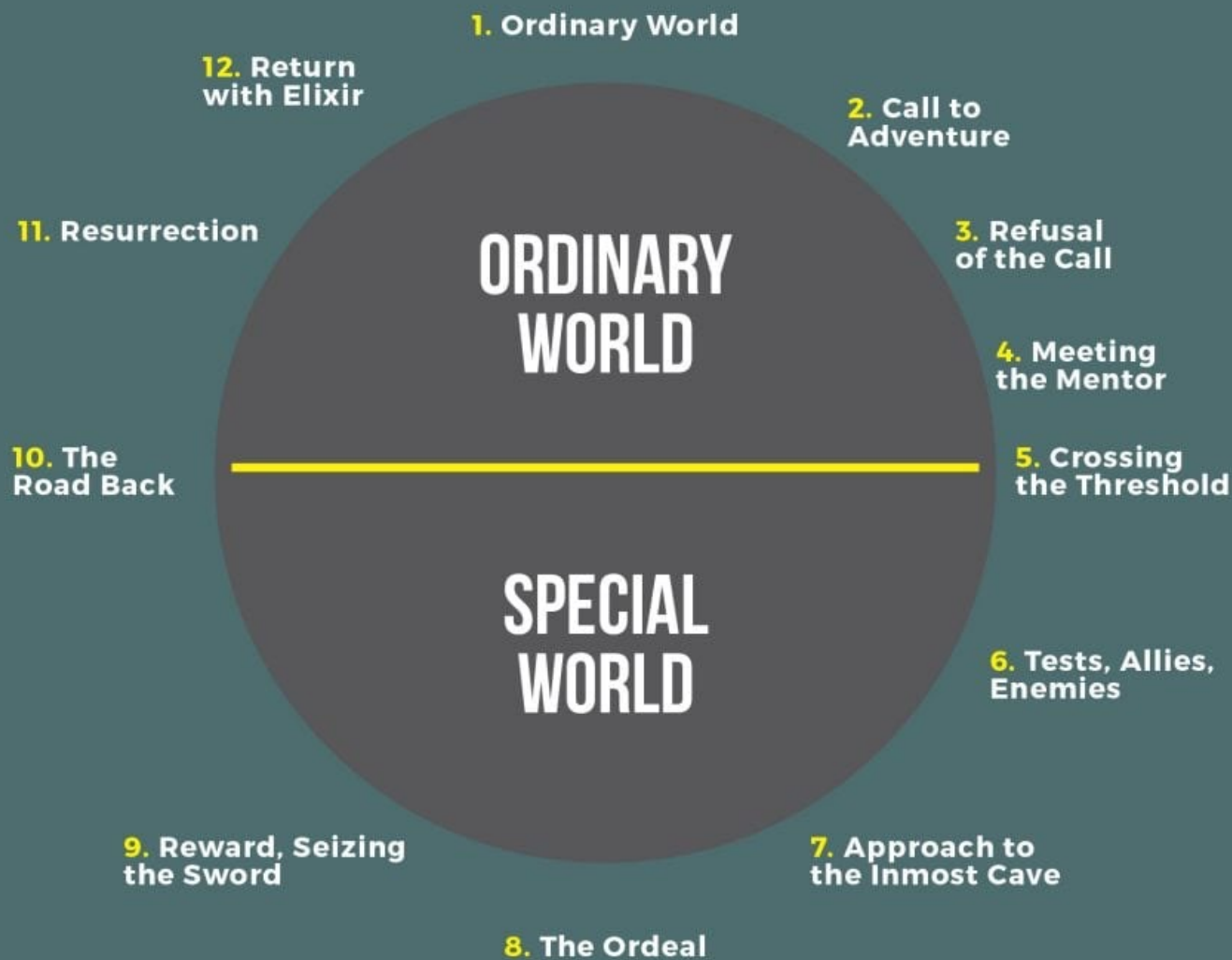6. Write a good proposal

7. Make the approach

8. Follow up

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Structure

1. Need

2. Stats

3. Beneficiary voice

4. Project details

5. Outcomes and outputs

6. Costs

7. Charity details

8. Future?

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Structure longer stories

Hero's journey

StoryBrand

Three Act

1. Ordinary World

12. Return with Elixir

11. Resurrection

ORDINARY WORLD

2. Call to Adventure

3. Refusal of the Call

4. Meeting the Mentor

10. The Road Back

5. Crossing the Threshold

SPECIAL WORLD

6. Tests, Allies, Enemies

9. Reward, Seizing the Sword

7. Approach to the Inmost Cave

8. The Ordeal

STAR WARS | Part 1 & 2

Ordinary world	*Luke dreams of space*
Call to adventure	*R2D2 plays Leia's distress call*
Refusal	*Luke refuses to follow Obi-Wan*
Meeting with the mentor	*Obi-Wan tells Luke about his father*
Crossing the threshold	*Luke's aunt and Uncle are killed*
Tests	*Obi-Wan saves Luke at the cantina*

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STAR WARS | Part 3 & 4

The innermost cave   *Obi-Wan teaches Luke about force*

Ordeal   *Rescue Leia*

Reward   *Defeat the trash compactor*

Road back   *Obi-Wan sacrifice*

Ressurection   *Luke uses the force*

Return   *Empire is destroyed*

Charity story| Part 1

Ordinary world   *Situation the beneficiary is in*

Call to adventure   *Why the need is important*

Refusal   *Stats*

Charity story| Part 2

Meeting with the mentor   *Charities background*

Crossing the threshold   *Experience of staff and partners*

Tests   *Experience with this project*

Charity story | Part 3

The innermost cave   *Your suitability for the cause*

Ordeal   *What you are going to do*

Reward   *Performance measures*

Charity story | Part 4

Road back   *Subjective outcomes*

Ressurection   *Link back to the individual*

Return   *Future of the project*

TASK: The NEED

- Draft a paragraph including hooks, stats and beneficiary voice
  - In a real example, you do not need to include everything
  - Tailor to the funder

TASK: The PROJECT

- Draft your project details section including:
  - Project details
  - Performance measures
    - Table or bullet points?
  - Costs
    - Table or bullet points?

TASK: The CHARITY

- Draft your charity details section including:
  - Background
  - Previous impact
  - Suitability
    - Awards/staff/experience

Mirror language

- Enhancing our stations to be a welcoming environment
  - Regenerating redundant station spaces for community hubs, providing space for activities that enrich the local community and bring station estate back into use. Creating a welcoming ambiance to our stations enhancing our customers' experience.

Mirror language

- Enhancing our stations to be a **welcoming environment**
  - **Regenerating redundant station spaces** for community hubs, providing space for activities that **enrich the local community** and bring station estate back into use. Creating a **welcoming ambiance** to our stations **enhancing our customers' experience**.

Final tips

- Avoid jargon

- Include relevant images/video/links

- Contact details

Final review

- Sleep on it

- Colleague to review

- Someone else to review?

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Follow-up

What happens if we lose the bid?

Ask for feedback

When we win the bid

- Deliver project

- Report on outputs and outcomes

- Collect stories

Reporting

- Create a comms plan
  - Who, what, when
  - E.g. Wellcome Trust, Number of services delivered and beneficiary feedback, every other month.

- Make templates for regular comms

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Invite your funders to your site?

Ask for referral

ChatGPT

☀ Examples	⚡ Capabilities	⚠ Limitations
"Explain quantum computing in simple terms"	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?"	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?"	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

How to write the perfect fundraising application... ➤

- Free Grammarly for Non-Profits:
  - https://www.grammarly.com/nonprofits-ngos
- Super spell-check

- Free Canva Pro for Non-Profits:
  - https://www.canva.com/nfp-signup
  - Online and app-based image and video editor

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Join CIoF Regional Group

- CIoF Regional and Special Interest Groups:
  - https://ciof.org.uk/about-us/groups

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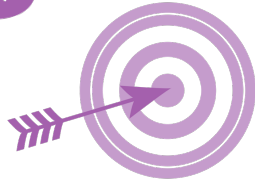
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Key takeaways

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START

STOP

CONTINUE

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Any questions?

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Thank You

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