Writing your Application

Be Prepared

Before you sit down to write the application – make sure you have around you all the information for your project, what you are going to do, any reports or consultations, your budget, your fundraising strategy, and any documents needed to properly understand your project.

Seek Help

You don't have to go it alone. Others involved in delivering your project should be on hand to review drafts, and provide information where needed. They will also be there with a cup of tea and a sympathetic ear if it all gets too much (it happens!).

Clarity is Key

It is extremely important that anyone reading your application knows very early on what it is you are going to do. It is surprisingly easy to lose this information in dense prose. Don't shy away from bullet points, or blunt sentences. The big question anyone will ask when picking up your application form is 'So what are they planning to do?' Make sure they don't have to delve deeply for the information.

Prioritise Information

When answering a question: start with the answer. It may be tempting to gradually introduce the church, or the work that's gone into the project already, or your motivation behind the application: 90% of the time this information is not as useful as a direct answer. You can always follow that up with more circumstantial detail.

Grab Your Reader's Interest

Modesty and quiet understatement are not attractive qualities in a grant application. Your application needs to stand out from the rest, not send the grant officer to sleep.

Assume No Prior Knowledge

It cannot be taken for granted that everybody knows about architectural history, organs, vestments, the Oxford movement, liturgical ductus, mission

action plans, BMOs, CV2020, LDF, PCCs, DACs, faculties, prie-dieux, quinquennial inspections, or any other technical terminology. Tailor your language to suit your audience. If in doubt, use plain English. Remember to always ask someone else to look over what you have written.

Homework Helps

Whichever grant you are applying for, make sure you do your homework. Find out what the procedure for application is, how and when they will be assessed, and what outcomes need to be met. Demonstrate in your application that you understand the grant's objectives, and are aiming to deliver them.

Draft - Review

Very few applications are written perfectly in one go. Anticipate writing rough drafts, and reviewing and improving them. This takes time, so don't leave the writing part to the last minute. You may also want to send drafts to other people – make sure you build in time for them to review things.

It's not an Application – It's an Argument

Most grants are assessed competitively – keep this in mind as you write. Every piece of information should be strengthening your case. This is the need. This is the urgency. This is 'why now'. This is how we will deliver etc.

People give to People

It is important to talk about people in your application and how they will benefit from the project. Nothing tells this better than the actual people, so try to use real life testimonies (from past, present and future supporters) along with quotes from the visitors book.

Build Confidence

A good application will demonstrate good quality project management. Try to show that you pay attention to detail; you have a clear management structure, a track record of success, or secure plans for how to safeguard the future of the project.

Value for Money

Just like everyone else, grant-giving organisations want to see value for money. Show that your project will have secure long term benefits, which the project as a whole is worth more than the amount you are asking for.