



SOCIAL
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TOOLS FOR SOCIAL CHANGE



CHECKLIST

PREPARING A GRANT APPLICATION

A checklist to help you to prepare a winning funding proposal

THIS CHECKLIST WILL HELP YOU TO:

- ✓ CAREFULLY PLAN AND STRUCTURE YOUR FUNDING CASE
- ✓ COVER ALL OF THE MAIN THINGS THAT FUNDERS USUALLY REQUIRE
- ✓ DRAW ON HELPFUL INSIGHTS AND BEST PRACTICES
- ✓ ULTIMATELY IMPROVE YOUR CHANCES OF SUCCESS



ABOUT THE CHECKLIST

Grant funding is often essential for projects, campaigns and businesses that do good in the world.

Funding from third parties may be used for a number of things, including:

- Getting started
- Purchasing equipment
- Starting a new project
- Scaling up your activities

The sources of funding available to you will depend on a number of factors, including the activities you carry out, who you benefit, how you structure your work, and level of public good that you deliver.

Although competition for major grants can be intimidating and the writing process time-consuming, the good news is that with a few solid tips, you'll be on your way. By approaching it with careful planning and belief in the value of your work, you can write a successful proposal. And by investing some time and effort upfront, you can drastically increase your odds of success.

For your grant application to stand out among the hundreds of applications that a grantmaker receives, it needs to be nothing less than outstanding.

This proposal checklist will help guide you in structuring, preparing, and reviewing your grant proposal. The checklist and tips provided are necessarily general in nature, so please make sure you look carefully at the specific requirements of each funder.



GRANT APPLICATION CHECKLIST

PROPOSAL SUMMARY

Explain clearly and concisely the project you propose

- Explain how the proposed project is necessary and important
- Show how your plans are relevant to the funders interests
- Set out your intended goals and objectives
- Summarise the project activities to achieve your goals
- Demonstrate that you have the required experience to deliver
- Identify the main outcomes and impacts that will arise
- Set out your grant request and highlight any other contributions

STATEMENT OF NEED

Set out a clearly defined and solvable problem.

- Set out clearly the problem you will address
- Show who is affected by the problem and in what ways
- Use facts and figures to show how widespread the problem is
- Communicate the human story behind the problem
- Convey a sense of urgency but not pessimism
- Back up your case with authoritative endorsements



GOALS AND OBJECTIVES

Clearly define what you hope to achieve.

- Set clear goals linked to your statement of need
- Describe specific and measurable objectives for each goal
- Communicate a sense of the difference you will make

PROJECT METHODS

Set out clearly how you will achieve your goals.

- Describe activities that link to stated problems and objectives
- Explain key plans, steps and approaches
- Outline any partners involved in the activities and their roles
- Set out a clear timetable for delivering your activities
- Show that you have anticipated and will overcome obstacles

MONITORING AND EVALUATION

Explain how you will show the difference you make.

- Explain your broad approach to evaluation
 - Outline measures, or indicators, for each objective
 - Describe how you will routinely collect performance data
 - Detail how you will report and remain accountable
 - Explain how you will use evidence to improve your work
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BUDGET

Set out a budget that is realistic and actionable.

- Detail realistic costs associated with delivering the project
- Set out any assumptions on which the costs are based
- Explain which costs the funder will meet
- Ensure the budget is consistent with the activities described
- Show any other funding that will be used

EXIT STRATEGY

Show that your project will be sustained and leave a legacy.

- Describe the situation when the grant comes to an end
- Show how project outcomes will be sustained
- Detail other funds that will be used and any commitments
- Describe the actions you will take to secure needed support

BACKGROUND TO THE ORGANIZATION

Explain why you are the right organization to deliver the project.

- Give a sense of organization's identity and history
- List key projects and accomplishments to date
- Describe management capacity and team capabilities
- Outline support from other credible sources



APPLICATION TIPS

Although every grant application and proposal should be approached in a slightly different way, here are some things to keep in mind when applying:

- Read the application guidelines, eligibility and requirements clearly
- Check the deadlines and leave plenty of time to prepare your case
- Start with a clear understanding of the funder's priorities
- Ensure your project title is clear and positive
- Show that you understand the problem and have community support
- Make your case in clear simple language – avoid jargon
- Where appropriate write the proposal in an active voice
- Try to communicate your enthusiasm, energy, and commitment
- Ensure your proposal is based on strong evidence and well justified
- Be specific about what you plan to do and how it will achieve your goals
- Don't overcommit to things that ultimately aren't realistic to deliver
- Assume that the grant assessor has no knowledge of what you do
- Take the chance to demonstrate your credibility throughout
- Show how and what you do is distinctive and credible
- Ensure your budget is detailed and double check the figures add up
- Ensure the proposal you submit is in the format requested
- Include all the information that your funder has asked for

By following the proposal structure provided, and adhering to these best practice tips, you can drastically increase your odds of success.



FURTHER INFORMATION

Thanks for taking the time to check out this guide.

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