



TOP TEN TIPS FOR TRUST FUNDRAISING

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1. Research the Trust

The more you know the better application you can write an application.

Remember that it might take some time and effort to put together the information you need. It will be well worth it.

A helpful free online website (Grantfinder) – need to sign up to use it and input your search criteria:

<https://www.idoxopen4community.co.uk/kent/News/View/GRUKBP3!N76480>

2. How to describe your aims and outcomes

Making sure you convey your goals well is crucial – start by asking yourself the following questions*:

- Does your aim sum up the purpose of your project in one sentence?
- Does your aim reflect the need you have identified?
- Have you used words of change (for example: 'more', 'better', 'less', 'improved') to describe your outcomes, and to say what will be different by the end of the project?
- Do your outcomes link to the need you have identified?
- Do your outcomes describe clear, specific and realistic changes?
- Have you limited your outcomes to a manageable number (up to four is usually a good guideline)?

**Taken from the Big Lottery Fund.*

3. Include the human story

Describing what you do in facts and figures is important, but it's also crucial to make room for the human (or animal) story.

Make a video, or ask someone to write down the story of their journey from problem to solution via your organisation. The words of those you've helped can be extremely powerful – ask them to try and focus on the change your organisation has made to them.

4. If possible, seek out a relationship with a grant giver

It is possible to have a strong relationship with a trust, particularly if your cause resonates with them.

Invite them to visit your project, or sign up to regular communications. They may say no, but some trusts will be keen to know more.

Having an ongoing, meaningful communication with them could mean long term funding or collaboration on campaigning for local issues.

5. Work with a failure/success rate in mind

Remember there is a failure rate involved in applying to trusts - only one in six will be successful.

After you've done a few applications and monitored the outcome, it's worth analysing your strike rate; it may be that your success rate with local trusts is much higher than with bigger, national trusts.

This may well give you a hint about where to increase your efforts!

6. How to write

It pays to assume that the funder knows nothing about you, so never write in jargon.

It may be tempting to show off your technical knowledge about homelessness, or climate change, but the reader of the application doesn't want to be on the back foot, so write in a matter of fact, informative way.

If you have to use acronyms keep them to the absolute minimum and always explain them in full.

7. Partnerships

Consider a partnership that might strengthen your application.

Funders are increasingly attracted to programmes that work with others - perhaps drawing in a specific expertise. or making sure there is a joined up approach to a regional or local area.

8. Writing a budget

How much should you apply for? Check what the trusts say about this – each one will have different guidelines per amount of money.

Be clear about what you are asking for. This means you need to be able to describe what you do in terms of the activities you carry out and the financial resource it takes to do that, eg. salaries, equipment, etc.

Note: Full Cost Recovery (FCR) means that you should apply for all of the costs of running a project, and for a proportionate share of your organisation's overheads.

9. What if the information I submitted then changes?

What if your information changes? Even if it seems like a hassle, or like it might jeopardise funds you have already received, you must make sure you tell a grant giver if any information or your situation as a charity has changed.

Information Checks - a trust will definitely check out the information you give them. They might check your charity number, and they might also undertake checks that relate to your financial position.

10. How to deal with rejection.

Whatever the response – even if it's a no – be gracious. Don't take rejections personally – every trust receives many more applications than they could ever fund.

All of this information can sound very daunting, but once you've written a few applications it will get easier.

Furthermore, a successful trust application could make such a big difference, so have a go – you've nothing to lose!
