

UK YOUTH

Writing a successful bid
and fundraising top tips

Partnerships & Fundraising

Each year the UK Youth Partnerships & Fundraising team, working closely with the wider organisation at UK Youth, aims to secure approximately £7-9m from corporate partnerships, events, individual donors, trusts, foundations and statutory sources.



OLIVER
BONAS



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How to write a winning bid

UK Youth's process



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Prospecting:

Where do we find new opportunities?

GrantsOnline

Free newsletter - <https://www.grantsonline.org.uk/news/>

Contracts Finder

All Government opportunities –
<https://www.gov.uk/contracts-finder>

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Request to join the 'Fundraising Chat' on Facebook for peer to peer advice and support

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Prospecting:

Tips



Go/ No Go document

- ✓ To scope out the opportunity in detail:

What is the funder looking to fund, what have they funded previously, how much could we apply for, pros and cons of applying, do we have capacity to apply (and deliver if we are successful)...

- ✓ To understand what the funder is really interested in and whether our work is aligned with that

- ✓ To work out our chances of success

- ✓ To make an informed decision on whether to apply or not

Go/No go template:

Opportunity name:	/
Date:	
What is the opportunity?	
What is the funding/grant size available?	
How did we find out about the opportunity?	
What is our history with the funder?	Previous successful/unsuccessful bids? Do we already have a contact?
How does the opportunity fit with our organisational strategy?	

1	2	3
We grow the evidence	We share and embed learning	We campaign for support and investment
4	We are driven by the voices of diverse groups of young people and those who support them	
5	We use digital and data to transform how we work and grow our impact	
6	Our diverse staff are inspired and enabled to thrive	
7	Our income portfolio is strong, innovative and diverse	

What USPs could UK Youth bring?	Is another size or type of organisation better suited?
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Due diligence:

Examples of previously funded projects	
Research funder history, press, previous partners to enable critical review of source of funding*	List due diligence actions undertaken:
Does the funding source present any risks to UK Youth?*	List potential risks:

What are the key stages of the application process?

Date	Stage
	Relevant Head of/Director/CEO review and sign off. Time allocated in calendar? Yes/No
	Application submission

What are the pros and cons?

✓	×
✓	×
✓	×
✓	×
✓	×

Considerations/questions

- Staffing/ team capacity?
- Who's needed for the bid?

Recommendations

GO	Next steps?
NO go	Resolve in <u>ThankQ</u>
Escalate to relevant Head of/Director	What do we want to know? Brainstorm?

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Tips for writing bids





Know the opportunity inside out

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Detached youth work

NEET

Open access

Life skills



Don't use jargon

Youth services

Youth provision

Outreach

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Stats

Numbers

Quotes

Stories



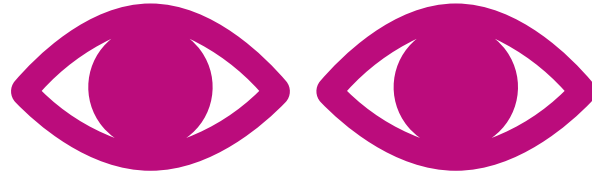
Provide evidence

Case studies

You are the experts – funders want to know what you're hearing/ seeing

Link to reports

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Get a second pair of eyes

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Make your case really simply

The key decision maker needs to feel confident that they can repeat what you applied for and why they funded it, to their colleagues

Quotes

Case studies



Images

Videos

Include beneficiaries' stories to bring your ask to life

Good structure:

- Who
- Problem/ situation
- Action – what happened
- Result

This is often the bit that sticks in funders' minds

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"The last event I spoke at was one of my proudest moments. Everyone was listening to me. This time last year I was planning to end my life and now I'm here. The staff didn't let me give up and told me it wasn't the end.

"With the opportunities through UK Youth Voice I've had the chance to do so many things to help me get out of my situation. I've been pushed out my comfort zone and realised I could do it.

"Over a year later I'm now off the mental health services support, I've got a job as a child-minding apprentice and I'm actually doing something with my life. I'm really proud of that."



Ready to send





Ask for feedback

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Where are you likely to
have greatest success?

Applying to previous funders

Go through your annual reports or funder lists to see who previously funded you (it doesn't matter if it was a while ago – knowing they funded you before will be compelling for most funders)

Applying to funders where you have a connection/ have spoken with them previously

Who in your organisation can connect you to the funder? Check for connections on LinkedIn, ask Trustees, think about friends etc.

Focusing on funders where your chances of success are objectively highest

Think objectively about your chances of success – are you a good match for what the funder is looking for, have you spoken with the funder, did they encourage you to apply, have they previously funded you...?



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Once you have secured
the funding

Personalised thank you
letter

Invite them to see the funded
work in action

Ask what's important to
them re being kept up
to date

Keep them up to date in
engaging, personalised ways



Be open about the challenges
you're facing – they want to know
what's really happening & will want
to help

**This is your opportunity to build a
relationship so they fund you again
and again**

Share videos, stories, case
studies of those impacted by
the funding

Keep future asks in mind – know when
you can re-apply

Ask whether they can connect you to
others when the time is right – use their
networks

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Final points

Fundraising Dos

- ✓ **Build a relationship with the funder** before applying wherever possible (it will be worth the time input) – think about connections and who can introduce you
- ✓ **Focus on opportunities where chances of success are highest**
- ✓ **Research the opportunity so you know exactly what the funder is looking for**
- ✓ **Keep your application simple**
- ✓ **Focus on beneficiaries' stories to bring your work to life**
- ✓ **Ask for feedback**, whatever the outcome
- ✓ **Once you have secured funding, maximise that relationship**
- ✓ **Be resilient** – there are often more rejections than successes, but try to learn anything you can from rejections

Fundraising Don'ts

- ✗ **Try not to be tempted to submit multiple generic applications to funders where your chances of success are low** – instead, focus on a smaller number of opportunities where you can build the relationship and your chances of success are higher
- ✗ **Don't only ask funders** – think about what you can offer your funders in appreciation of their support. Whether it's a newsletter or invitation to hear more about your work, make sure you're offering something to donors in return
- ✗ **Don't forget to thank people**
- ✗ **Cut the waffle and jargon**
- ✗ **Don't give up!** Perseverance is key in fundraising

The background consists of several overlapping geometric shapes in various shades of blue and teal. The shapes are angular and layered, creating a sense of depth and movement. The colors range from a deep navy blue to a bright cyan.

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Thank You

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