

UK YOUTH

Show me the money!

Agenda

- Introducing the grants team (our work and aims)
- Icebreaker
- Tips
- Q&A

How are we feeling?

1.) How confident are you in making funding applications?

A.) Very confident B.) Neutral C.) Not very confident

2.) How confident are you in talking about your organisation and the work you do?

A.) Very confident B.) Neutral C.) Not very confident

3.) What do you think is a reasonable percentage of an organisation's income to spend on fundraising?



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Top Tips

1. Don't waste your time!

- Do your research
- Read all the information made available to you ie application guidelines and FAQs
- Check their website for previous work they have funded
- Input vs Output – Is applying worth your time?
- Determine whether or not your ask is realistic enough
- Are there any webinars/ info sessions that you can attend?

2. Pitch Perfect

- Your application is an opportunity to persuade the reader
- Master your elevator pitch - Who, What, When, How?
- Demonstrate impact through numbers
- Practice your pitch on someone outside of your organization. Do they understand what you do?

3. Solutions, not just the problem

- Think beyond the problem
- Talk about what you do and how you do it well
- Provide case studies highlighting your abilities as an organization

4. Know your finances

- Do the numbers in your application match those in your accounts?
- Do you understand your accounts?
- Are you confident enough to explain your accounts?
- Are you providing good value for money?
- Are your accounts up to date on the Charity Commission/Companies House websites?

5. Online presence

- Funders will do their research on you!
- Are your social media accounts and website up to date?
- Are all your records with Charity Commission or equivalent up to date?

Q&A

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Thank You

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