

Fundraising

Do's and Don'ts



This advice comes directly from local funders.

Do....

- involve your management committee in the application
- make sure you have consulted with the people who will benefit from your project and provide proof where necessary
- research funders and make sure you read their guidelines
- make sure that you apply well before the project is to start. You should apply at least 12 weeks or more before your start date
- check the funders guidelines to see if there are examples of what they have given to different projects
- make sure that you have the correct contact details of the funder and address the application to the right contact person
- avoid jargon and acronyms, keep it simple!
- try to be positive and avoid negative comments or opinions
- be clear and concise and include:
 - Who you are
 - What you want to do
 - Why it is needed
 - Where you want to do it
 - How much will the project cost
 - Who is going to benefit
 - When you want to do it
 - How you will monitor and evaluate
 - How you will continue the work when the funding has ended
- think about the project as a package and include everything your project needs to run.
- ask for a specific amount of money but no more than the funder states they will give
- mention what funding you have received and what is pending
- make sure that everyone named on your application knows about the project and has a copy of the application including your referee
- make sure you answer **ALL** the questions asked on application forms

continued over

Fundraising Do's and Don'ts... continued



Do

- make sure you send everything the funder asks for. If you don't then this will delay or jeopardise your funding
- get someone not connected to your organisation to read your application before sending it in
- Include a realistic budget
- Include a project plan
- contact CVA Blyth Valley for help and support before you send your application
- include the right postage

Don't

- send a standard letter.
- send a begging letter
- be negative
- make budgets up, (make sure you send exact figures)
- assume the funder knows your group or your project
- use complicated jargon or big words
- send your application without taking copies
- send your application to 'who it may concern'
- ask for more than the funder will give
- send extra information if the funder does not ask for it (eg. accounts, constitution)
- apply for money you have already spent, this is called retrospective funding

For further information about Fundraising Do's and Don'ts please contact a member of our Capacity Building Team at CVA Blyth Valley.

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