Writing Grants for Success

Five Top Tips

Anyone can write a grant and be successful, but it can be a stressful experience. Finding the right grant, understanding the criteria and writing the application within a short time frame can place a lot of pressure on anyone in business or volunteering for an organisation.

Liz Todd at Plan for NRM has over 17 years' experience writing and winning grants for businesses, industry and community organisations, securing over $4 million in the past five years at an 80% success rate. So, what is my secret?

Here are my Five Top Tips to help you be grant ready for the greatest success.

1   **The grant criteria must align with your objectives.** I don't recommend applying for funds just because it is available or changing your project to fit. Plan your project thoroughly to its fullest extent, then break it into sub-projects for funding as it aligns with the criteria for a win-win application. A free project plan template on my website will help you to be grant ready and covers most common criteria.

2   **Grants are a public investment for community benefit.** Be clear about the direct and flow on social, economic and environmental benefits your project will deliver.

3   **Be clear and simple.** Don't use fancy writing or complex descriptions. Make it easy for the assessors to understand and appreciate your project and what it will achieve. Tip: write your application in a word document and copy into online forms.

4   **Offer value for money.** Grants are an investment, so ensure you demonstrate the monetary and other contributions including cash, in-kind, expertise, time, equipment etc. Show why they should choose your grant over anyone else.

5   **Address each question carefully.** Write about what they asked for, not just what you want to tell them. Only provide relevant, meaningful and helpful information.

Checklist

Preparation
- ◯ Evaluate project readiness
- ◯ Find suitable grant programs
- ◯ Align project with funding criteria
- ◯ Check application requirements

Application
- ◯ Finalise project plan in word document
- ◯ Prepare application against criteria
- ◯ Complete forms and submission
- ◯ Respond to follow up queries

More information and resources at www.planfornrm.com.au