

Session Title: Writing Effective Submissions To Philanthropists - Shrek's Journey

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Room: 220

Day, Date: Friday, 25th February 2011

Time: 2.05pm – 3.05pm

Overview

5 key elements to a successful submission;

1. Strategic approach
2. Project development
3. The writing including the Case
4. Demonstrated impact of the gift
5. Demonstrated ability to evaluate

1. Strategic Approach

Linkage, Interest and Ability = Strategic Approach

- Does the mission or intent of the donor match our organisation's intent?
- What have they funded previously?
- To which state or area has most of their funding been directed?
- Is there an existing relationship between your organisation and the donor?



Listen, little donkey, take a look at me! What am I?

In depth donor knowledge also informs the style of writing and communication channels that are most appropriate and relevant to the donor.

2. Project Development

Providing project leaders with a list of questions at the project concept development stage, will ensure that they are thinking about what potential donors will ask.



- **Aim:** What is the goal of the project?
- **Project Need:** What community need is this project fulfilling?
- **Objectives:** What are the end results to be achieved?
- **Strategies:** Each objective generally has its own set of strategies.
- **Time frame / Key Milestones**
- **Outputs:** What are the deliverable elements?
- **Outcomes:** Short and long-term changes?
- **Impact:** How is this project going to change people's lives and affect society?

- **Sustainability:** How will those outcomes be sustained beyond the life of the project?
- **Evaluation measures:** How and what will you be measuring?
- **Are there any project risks?** If so, what are they and what are the mitigation strategies?
- **Budget:** Include ALL costs and don't make up figures. Where possible, add a cost benefit analysis.
- **Funding Partners:** Are there other funding partners involved or considering being involved and if yes who are they?

3. Effective Writing

High Competition – How do you make your application stand out from the rest?

- A statement about the condition or circumstance you are asking them to support.
- A “did you know” question relating to the incidence or need.
- A factual statement of need for the project by the people or cause it is assisting.



**Remember Fundraising 101 –
People give to people!**

4. Demonstrated Impact

Don't just say what is going to happen –
Explain HOW!



Peel the onion!



- **Outputs** = What the project will produce. E.g. Establishment of referral pathways, new processes, new literature / publications / education tools.
- **Outcomes** = The short and long-term changes that will be made due to the project. E.g. New collaborative partnerships, new models of service delivery, increased demand, increased reach.
- **Impact** = *HOW* the project is making a difference both in the short term and long term to people's lives and to society. A cost benefit analysis can help to demonstrate the impact of the grant.

5. Demonstrated ability to evaluate

- What does this mean?
- Show the funding body the project leaders have built evaluation mechanisms into the project.
- Use previous evaluation processes to demonstrate track record where possible

Okay, let me get this straight: you gonna go fight a dragon and rescue a princess just so Farquaad'll give you back your swamp, which you only don't have 'cause he filled it full of freaks in the first place. Is that about right?



Summary

It is more than just telling a story - it is about making the reader feel like they are part of the story. Do this by:

1. Knowing your prospective donor - RESEARCH
2. Ensuring you have all the relevant project information
3. Presenting the relevant info in a well written application
4. Explain outputs, outcomes and impact
5. Explain how these will be measured and communicated

Thank you!

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