

# Writing a Winning Grant Application

Ruth Niemczyk

Local Government Learning Solutions



# What makes a good proposal?

- Well presented and written in clear, concise language
- On time, on budget
- Meets the criteria of the funding body
- Tangible outcomes
- Realistic scope
- Organisation has capability to do the project
- Addresses a critical need



# The art of persuasive writing

1. You need to get your reader to think the way you think, to be persuaded that your project is worthy of consideration and acceptance.
2. Needs a compelling rationale, focussed on benefits and outcomes.
3. Write objectively using positive language to show your passion about the project.



# Powerful writing

- Choose the right tone
- Be positive – avoid hedging and turn negatives into positives
- Stress the benefits, not the features
- Make it real –be specific and use examples and case histories
- Shift the emphasis to the reader:
  - use “you” language
  - use the funding body’s name



# Common causes of rejection of grant applications

- **Deadline not met**
- **Guidelines not followed**
- **Need, aim and objectives were not clear**
- **Proposal incomplete**
- **Proposed project beyond the capacity of the organisation**



# Common causes of rejection

- The need was not considered of enough importance by the funding body
- Unrealistic budget
- Cost of the project appeared to be greater than any possible project outcomes
- Quality of writing was poor
- Proposal was poorly presented



# The five keys to effective proposals

- Make your rationale compelling
- Make the scope of your project realistic
- Define both short and long term goals
- Clearly show results with measurement indicators
- Follow the funding body's guidelines

