**Developing a Good Funding Application: Ten Key Points**

1. Dedicate enough time to writing your application. Applying for funding takes time because you need to persuade funders that your work is worth supporting. They may not know about the work you do or the difference it makes, so you need to construct and narrate that story clearly.
2. Look at the guidelines for the scheme you are applying to and follow them closely. Organise your funding application so that it clearly responds to what the funder is asking for.
3. Provide evidence about the quality of the work you do – this might include reviews, examples of other funding received, or outcomes of project evaluations from other work you have done.
4. Make sure you have researched all of the different funders and schemes to which you might apply.
5. Be clear about your budget (how much do you need and exactly what will you spend it on). Show that you have looked at how you can offer value (in terms of activities and outputs) in return for the funding you receive.
6. Accept all the help you can and share drafts of your application. Use feedback from this positively. It can be disappointing when people read you proposal and don’t ‘get it’. But this may simply mean that you need to look again at how clearly you are currently expressing your proposed activities and their potential importance.
7. Be succinct. Go through your application and eliminate any word that is not actually adding to its persuasiveness. Avoid jargon and give a brief explanation of any technical language – this ensures the reader understands what you mean and also demonstrates your own grasp of the technical terms that are key to your work.
8. Do not get bogged down by detail. Make sure you tell a clear, persuasive, and engaging story about the work you would do if funded. You need to persuade and enthuse. How will the world be better if you are successful?
9. You will never ‘get it right’ in the first draft. Successful applications have normally been re-drafted at least four times (and often many more).
10. Only apply for funding for a project you really wish to do, and that you believe you are capable of completing successfully.

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