

## Section 8.1 Activities

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### Activity 8.1.2 Analyse Your Audience

Read the CIVICUS toolkit 'Writing Effectively and Powerfully,' available from <http://www.civicus.org/index.php/en/media-centre-129/toolkits>, and complete an audience analysis and answer the questions below.

**What does the funding body know about my community's need, proposed solution, and organisation's expertise?**

**What do they not know?**

**What do I know about my community's need, proposed solution, and organisation's expertise that they do not know?**

**Do I need to do any further research? If yes, go back and look at previous sections of this resource.**

YES

NO

**What are the funding body's attitudes, values and beliefs about my community's need, proposed solution, and organisation's expertise?**

**What does the funding body expect and need from my application?**