

## Section 8.1 Activities

### Activity 8.1.1 Preparing to Write the Funding Application Checklist

Before you begin writing your funding application, complete the checklist below. If you answer NO to any of these questions, refer back to previous sections in this resource to address them.

	YES	NO
<p>Are you clear about why and for whom you are writing the proposal?</p>		
<p>Do you understand what the funding body for whom you are preparing the application wants?</p>		
<p>Do you know your organisational identity, capacity, strengths and weaknesses?</p>		
<p>Are you able to present a credible track record in relation to financial management, evaluation, technical competence and general management ability?</p>		
<p>Have you comprehensively planned your proposal?</p>		
<p>Can you confidently and succinctly describe:</p> <ul style="list-style-type: none"> <li>› Why your proposal is necessary?</li> <li>› What activities you will undertake?</li> <li>› What human and material resources are needed?</li> <li>› What the outputs and outcomes will be?</li> <li>› How you will measure the outputs and outcomes?</li> <li>› How much your proposal will cost to deliver?</li> </ul>		

## 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?**

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## Activity 8.1.3 Brainstorm and Develop an Outline

You need to persuade the funding body that your:

- Need is real and urgent
- Proposal will help meet the funding body's goals
- Proposal is methodologically sound and has achievable objectives
- Team and organisation has the necessary skills and experience to successfully implement the proposal and deliver results
- Costs are appropriate.

Activity 8.1.3 continued over page

### Activity 8.1.3 Brainstorm and Develop an Outline (cont.)

Where possible, brainstorm with other members of your application writing team and complete the Persuasion Map developed by ReadWriteThink. This resource is also available online at [http://www.readwritethink.org/files/resources/interactives/persuasion\\_map/](http://www.readwritethink.org/files/resources/interactives/persuasion_map/).

Develop an outline and write what you want to say very briefly:

**My topic is...**

**My target audience is...**

**My secondary audience is...**

**My objective is...**

**My main message is...**

**I will substantiate it by using these three points...**

**I will make my introduction interesting by starting off with...**

**I will lead from my introduction into...**