

Section 8.5 Activities

Activity 8.5.1 Sell Your Organisation

The funding body is “buying” what your organisation is providing. Convince the funder that your organisation has the experience, capacity, and ability to deliver results. Tell the funder about:

- The unique qualities of your organisation
- The successes and benefits produced by previous programs and services
- The qualifications and expertise of the team involved in delivering your proposal.

Pick referees who are able to substantiate your claims and speak positively about their previous experience collaborating and/or working with your organisation.

Your Organisation’s Uniqueness

Why should the funding body give your organisation their money? When answering the question, include a brief overview of your organisation, its expertise in relation to the subject and objectives of your proposal, and your consumers and community. Write your response here.

Previous Successes

From the database developed in [Your Organisation’s Track Record \(p40\)](#), select previous projects, programs, and/or services which demonstrate your ability to deliver your current proposal. You do not need to have been the lead agency in each proposal and this list does not need to be exhaustive. However, either the outcomes and/or the activities involved should be relevant to your current proposal.

Record the name, duration, funding body, activities and/or collaborations involved, and successful outcomes in the table below or develop your own table.

Program Name	Start/End	Funder	Activities/ Collaborations	Outcomes

Activity 8.5.1 continued over page

Activity 8.5.1 Sell Your Organisation (cont.)

Your Proposal Team

Adapt the short biographies developed in [Your Board, Staff and Volunteers \(p57\)](#) to highlight the qualifications, expertise, skills, and roles and responsibilities of key personnel involved in implementing your proposal. Identify team leaders and contact people.

Use the table below or create your own to record the names, expertise, short description, and roles and responsibilities of those involved in implementing your proposal.

Staff Member Name	Qualifications & Expertise	Short Description	Role in Current Proposal

Select Your Referees

Write the names of 3 potential referees here. Outline your previous relationship and why the nominated person is best placed to provide your organisation with a reference for this proposal.

Make sure you contact the referee to discuss your application and ascertain their availability and willingness to provide a reference prior to submitting your application.

Have you contacted the nominated referees?

YES

NO

Activity 8.5.2 Develop an Organisational Template

Organisational templates save time when writing funding applications and create a corporate memory that can be passed on.

Does your organisation have organisational and/or staff templates?

YES

NO

If yes, use your template to develop your team descriptions. If no, complete the activities available on the [Australian Government Business.Gov website](http://www.business.gov.au/about-businessgovau/Pages/tools-and-resources.aspx) - <http://www.business.gov.au/about-businessgovau/Pages/tools-and-resources.aspx>.