5 top tips to make your funding application stand out!

In the competitive world of funding applications, it can be hard to stand out from the crowd. With so many applications for the funding available, you need to make it easy for the funder to remember your application.

1. **Use colour and images** – with so many applications looking exactly the same, yours will really stand out if you use some colour. Whether that's adding your testimonials or case study quotes in colour, including colour pictures of your work or your beneficiaries, or simply using coloured paper, you will definitely create an application to remember.

2. **Don't hide your passion** – it can be tempting to write in a style that isn't yours, to 'impress' the funder. Don't. Your passion for what you do is infectious. Don't lose it in a sea of jargon and long words. Write naturally, convey your passion and don't worry if the application doesn't sound very formal. It doesn't have to. It just has to clearly tell your story, your way.

3. **Have a clear plan** – no matter whether you're experienced at applying for funding or not, a funder wants to know you have a clear plan and can stick to it. You need to show how much you understand the work you are proposing, how long it will take, and the risks / challenges associated with it. You need to show how you would manage those risks and why you are the best organisation to do the work.

4. **Stick to the guidance** – make sure your application is eligible by reading the guidance available and sticking to it. Don't send any unwanted information, and make sure you include everything they ask for -and don't miss the deadline!

5. **Proofread it!** – Don't worry if your writing style is informal, but make sure you've spelled the name of the trust, and the grants manager correctly. Make sure you've got their contact details right and, of course, double check your budget adds up before you submit!