



APPLICATION CHECKLIST

INTRODUCTION

This information sheet contains a checklist of questions and points to remember. Use it to check that your application is as strong as you can make it.

1 - THE GRANT-MAKING BODY

Appropriate donor

- do their policies and practice (if you know them) match up with your appeal? *(if not, why should they break their own rules?)*
- are you asking for an appropriate amount? *(what is their income? what size grants do they make?)*
- is the timing right? *(when do they need the application by? when do you need the money by?)*

2 - THE ACTUAL APPLICATION

A - Addressed to the right person

- personalised? or looks like a circular?
- most recent correspondent, spelt correctly?
- name of the funding body spelt correctly?
- most recent address?

B - Overall impression

- too long / too short?
- too glossy / too scruffy?
- legible?

C – Style

- too full of jargon? abbreviations?
- assumes they're idiots? assumes they're experts?

D – Content

- says who you are and what you do? (*clear and concise? or pages of trivia?*)
- says what your group's legal status is?
- says what you need the money for and why? (*what will it buy; who will benefit*)
- says how much and by when?
- says how you'll evaluate the grant (if appropriate)?
- says what else you're doing to raise money?
- says who they can contact for more details?

E - Supporting material

- accounts? a budget? (*what message are you giving if they're not included?*)
- annual reports, press cuttings, leaflets.. (*too much?*)
- general impression of group given by application
- businesslike? or 'well-meaning but woolly' ?

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