



## **MAKING THE MOST OF A FUNDING ADVICE SESSION**

### **INTRODUCTION**

If you have the opportunity to meet with a potential funder, you need to make sure that you use the allotted time wisely. You are there to listen to the funder and get as many tips as possible to make your application stronger. Put together basic information about your group and your project. Our leaflet 'Application outline for Community Buildings' gives a sample outline. Ask whether you can send this to the funder in advance to save even more time.

### **1 - BE PREPARED**

Try to read the funder's guidance and application form beforehand. You can then double-check details with the funder's representative.

Go prepared with key questions. For example:

- Is our organisation eligible for your funding?
- Is this the type of project that you fund?
- What is a reasonable amount to apply for?
- How do we answer this question in the application form?
- What level of information do you require?
- Is this a strength that we should emphasise?
- Is this a weakness we should work on?

During your slot you might want to make your questions specific to the funder that you are talking to. Remember you can ask general funding questions of your Community Action Northumberland funding advisor at anytime.

### **2 - USE YOUR TIME WISELY**

Remember that your time with each funder's representative will probably be limited, with other people waiting their turn. If you spend 9 minutes of your 10 minute slot talking about your project, that only leaves 1 minute for the funder's representative to give you guidance and you won't gain much benefit from the session. You don't need to use valuable time to 'sell' your project to the funder's representative as they will be unable to award a grant there and then!

It is best if you can summarise the key points about your organisation, your project and what you are looking for in terms of funding. The funder's representative can then give you their first impressions and highlight essential points that you need to consider.

If the funder's representative does express doubts about some aspect of your project, don't try to defend your proposal; listen to their concerns and think about how you can allay these concerns before making an application.

It is your time slot to ask the questions that you want to ask. Don't be afraid to ask about whatever you need to know. There is no such thing as a 'silly' question.

**For more information visit our website: [www.ca-north.org.uk](http://www.ca-north.org.uk)**