

## Fundraising and how to plan your approaches to funders and commissioners

*This resource is part of a training programme in business planning, service development and evaluation. It can be used for training or general services development by managers and staff.*

*This material is produced by Jim Simpson Consultancy and copyrighted under creative commons licensing<sup>1</sup>*

*For consultancy, evaluation, research and training commission enquiries contact [jimsimpsonconsultancy@ntlworld.com](mailto:jimsimpsonconsultancy@ntlworld.com)*

### INTRODUCTION:

The first part of this worksheet describes general questions that most funders ask applicants and bidders to answer in making a case for funding. The second part goes into more detail by explaining outcomes, inputs and outputs and how this idea helps you to plan and gets you focused on what you are trying to achieve.

### FUNDRAISING AND HOW TO PLAN YOUR APPROACH TO FUNDERS AND COMMISSIONERS

The three questions below are typical ways that funders ask applicants about their proposals. These are taken from one particular funder's application form. They serve as a good guide to the most important things you need to have in place in order to make a sound and persuasive bid.

Describe **briefly** the aims and main activities of your group (**please keep within 150 words**).

#### ADVICE:

Here you need to put in a snappy aim – what overall you want to achieve, do, change or make happen. Then you need to briefly describe what you do now – i.e your 'activities'

Please give a **brief** description of the project which you want us to fund and explain

---

<sup>1</sup> © This work is licensed under the Creative Commons Attribution-Noncommercial-No Derivative Works 2.0 Generic License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/2.0>

why your community needs it. **(please keep within 150 words).**

**ADVICE:**

There are 2 separate and linked items here. Firstly you need to describe the specific thing you want funded. Secondly you need to describe why your community, your beneficiaries – need it. You will need to show some evidence of need and demand from the community and link this to why you are well placed to the activity/project/service for which you are seeking funds

What do you hope your project or service will achieve? **(max 150 words)**

**ADVICE:**

This question is, so often, the deal maker or breaker question. At the end of the day you need to be saying what difference your project will actually make and what will have been achieved when your project is done. Often applicants are so driven by the need and their way of meeting the need – their project – that they don't show so well the impact of what they are proposing to do and the difference that will be made.

## **PROJECT AND SERVICE DEVELOPMENT – HOW TO PLAN YOUR OUTCOMES AND MAKE A GOOD CASE.**

Looking at *outcomes, inputs and outputs* is about making explicit the activities that you are providing and who is going to benefit from these activities. Funders usually need you to specify your outcomes, inputs and outputs so they can see what they can be getting back for their money. In much the same way you as a customer make the calculation about what good things are you going to get from your purchase.

**Outcomes** are the difference that your service is going to make to your target people, individuals or overall community. In the long term, how will the community benefit and what difference will your project make to the lives of the people and communities?

**Inputs** are the activities you undertake to deliver your service or project, in other words, the resources that you put into place in order to make your project happen.

**Outputs** are the actual day to day activities, services, opening times, sessions run etc. that you put into place to reach your outcomes.

Below are some examples:

<sup>1</sup> © This work is licensed under the Creative Commons Attribution-Noncommercial-No Derivative Works 2.0 Generic License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/2.0>

## A parents support project for people with disabled children –

**Outcomes** Parents better able to cope with children who have a disability; better skilled at helping their child to flourish.

**Inputs** Exploring the need and solutions; devising a project plan; setting up a counselling project; and creating a network (further projects to be aimed for)

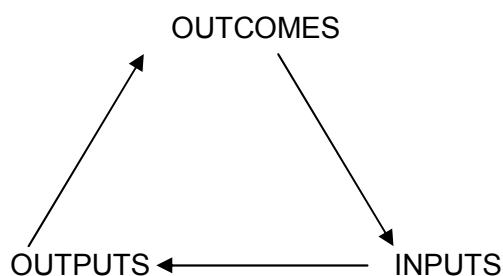
**Outputs** A counselling programme for 20 parents over 6-10 weeks with the whole programme taking 6 months. Further projects to follow

## Training and employment project for homeless people

**Outcomes** Homeless people gain in self confidence and acquire new skills/qualifications or secure a job..

**Inputs** Outreach workers provided from a number of agencies in order to recruit people to the scheme; skilled trainers required for delivering one-to-one support and group training sessions; and premises needed for providing the service.

**Outputs** A specific number of one-to-one support sessions, and group training sessions provided over a one year time frame; and a specific number of homeless people participate and benefit.



### Note Sheet

**Having thought about your inputs, outputs and outcomes have a go at drafting what your project would look like using the questions below. You might want to test out your plan by showing your Note Sheet to a colleague, friend or by sharing the idea with service users.**

What is the project?

What will be its outcomes?
What will be its inputs?
What will be its outputs?
Notes: