

Summary and top tips

Key points

- Be clear, simple and specific in all parts of the application
- Use numbers and stories to show your impact
- Connect the project, budget and outcomes
- Show that your community wants and needs the project
- Be confident – you're helping funders understand your work

Extra tips to help your application be stronger

Don't assume the funder knows your organisation

- Explain who you are, who you support, and why your work matters.

Always read the guidance notes carefully

- Check what the funder wants and answer every question they ask.

Attend information sessions or briefings

- These help you understand what the funder is looking for and avoid mistakes.

Always link back to outcomes and impact

- Explain the difference your project makes. Ask yourself: "What would happen if our group was not here?"

Make sure your project fits the funder's priorities

- Show how your work matches their values and aims.

Be clear and simple in your writing

- Avoid jargon or complicated language.

Show evidence of need

- Use short quotes, feedback, waiting lists or numbers from your community.

Double-check your budget

- Make sure all costs are allowed and your totals match across all sections.

Ask someone else to read your application

- A fresh pair of eyes helps you spot mistakes or unclear sections.

Keep copies of everything you send

- This makes it easier when you apply again in the future.

Useful resources

- [Application checklist](#)
- Get support from your local CVS (Council for Voluntary Sector) or LIO (Local Infrastructure Organisation). Find your nearest here: www.navca.org.uk/find-a-navca-member
- Make use of Funding directories (via local CVS organisations)
- Read through the National Lottery [funding guidance](#)

