HOW TO WRITE A FUNDRAISING BID

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CHARITIES AID FOUNDATION (CAF)
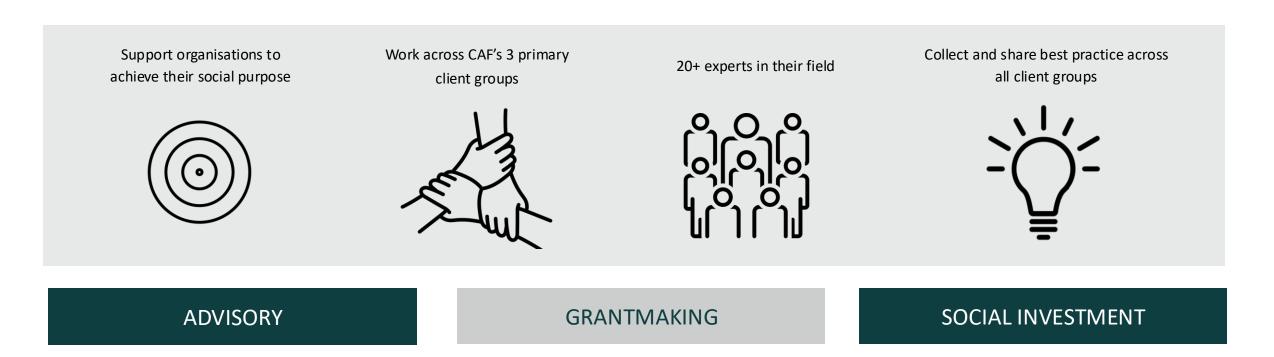
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Charities Aid Foundation

INTRODUCTIONS
FUNDRAISING BID BASICS
AI OR NOT AI?
Q&A

CAF's IMPACT ACCELERATOR

The Impact Accelerator is CAF's impact hub, bringing together the three areas of **Advisory**, **Grantmaking** and **Social Investment**.

Support organisations to achieve their social purpose	Work across CAF's 3 primary client groups	20+ experts in their field	Collect and share best practice across all client groups

ADVISORY	GRANTMAKING	SOCIAL INVESTMENT

BID BASICS

ELIGIBILITY

- Pay attention to criteria around income, length of delivery, outcomes, funder-specific parameters. Look at the funder's website, not just the grant programme information.

- It might be tempting to 'have a go', however in a highly competitive environment it isn't a good use of your time to apply if you don't meet basic eligibility criteria.

- Avoid *coercive isomorphism!* (Or being 'funder led').

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BID BASICS

CASE FOR SUPPORT

- A clear, compelling case for support that includes:
    - What problem are you trying to address?
    - What is your solution to that problem?
    - Why is your solution effective at addressing your identified problem?
    - Why do you need funding now?
- Vision, mission, values, theory of change – all important tools to articulate your value.

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BID BASICS

COHERENT PROJECT PLAN

- What are you trying to achieve?

- What will you do to achieve it?

- How do you know this plan will be effective?

- What resources will you need?

- What are the risks?

- How will you learn and share that learning?

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BID BASICS

LANGUAGE AND VOICE

- Words and language differ between funders; study the words and language that this funder uses and try to use the same terms in your application.

- Make sure your application has a consistent 'voice' which is consistent throughout. Especially important if you use AI or if several people contribute.

- Funders want to see what kind of organization you are as well as just what you do and plan to do. Your values and principles should come through in how you describe your work.

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AI OR NOT AI?

PROS

- Can save time and add fundraising capacity to small teams.

- A good 'starter for 10' (but make sure you check for *tone, consistency, language, voice*).

CONS(IDER)

- If you are successful, you will need to be able to deliver on what you promised, so don't let AI lead you into over-promising!
- AI is making fundraising easier for charities is also driving increased competition for grants.
- Funders may start to use AI to screen for eligible applications. Even more important to ensure eligibility and check for language.

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ANY QUESTIONS?

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