Tell us about your project

1. Answer the following questions, in whatever order you like.
2. Combine them all into one longer answer, using up to 1000 words.
3. Edit it down so you have a version under 500 words and one under 250 words. This way, you'll have a version suitable for most funding applications.

Top tip: Write from the perspective that the person reading your application has never heard of your group and has no idea what you do.

To read the full article and find more guidance and inspiration for turning your ideas into impact and making a difference in your community, go to rachelireland.substack.com

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Who?

Who is your project for?

Can you describe your target beneficiaries? Are they people of a specific gender, age or background. Are they people who share a particular issue, challenge or concern? Do they all live in the same town, village or neighbourhood?
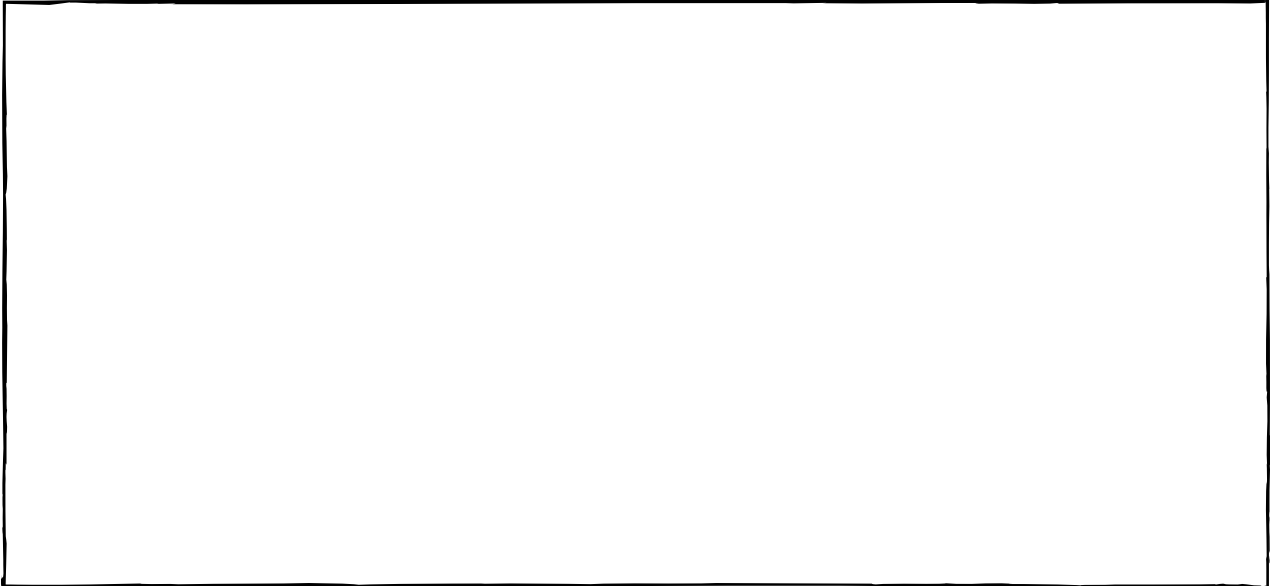
Who do you want to help?

Who are the people who most need the support or service you are offering? Think about how they would describe themselves, or their need for support. You can also add in here how many people you're planning to support through the project.
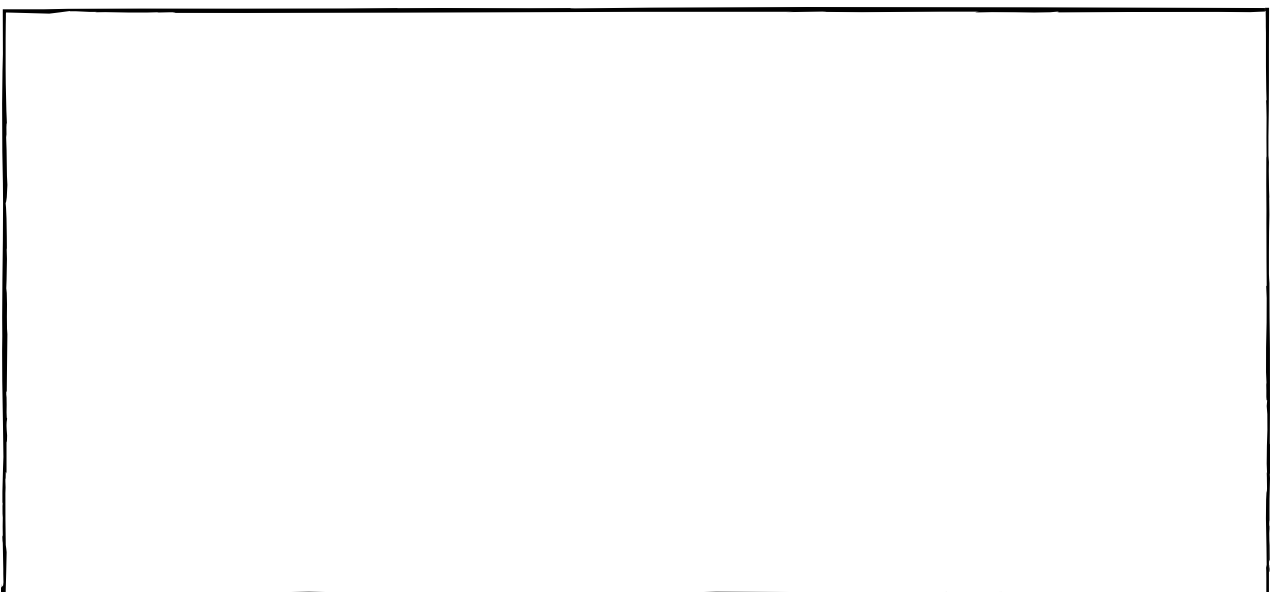
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What?

What are you hoping your project will achieve?
Imagine your project was a huge success – what would that look like? What would it mean to your community? What would be the ideal result of the delivery of your project?

What exactly does that look like?
Give the funder a clear picture of what a successful project would look like. How do people feel? What are they saying to you? What difference has it made to real people?

When?

When and how often will it happen?

Be really clear about when your project and/or the sessions/activities will take place. How many sessions/activities and how often will they be run?

What are your project timescales?

Be clear about the project's start and finish dates (check the guidance for when your project can start and how long it can run for). Within that, can you list any key events or milestones, like when you'll start sharing details of your project online, when the first session will be, when you plan to ask people for feedback.

Where?

Where will it take place?

Mention the name of the venue or location you'll be using. You might want to say why you've chosen to deliver there – is it easy to access on foot or on public transport? Is it somewhere your target beneficiaries feel safe and welcome?

Where are you needed?

Another way to think about this is to ask where there is the most need for the type of support you offer. Can you go there rather than asking them to come to you? Is your project designed to remove any barriers to people being able to participate?

Why?

Why is it needed?

Have you noticed or been told that something is missing in your community? What is not happening or not working that you want to fix?

Why is your organisation the one to make a difference?

Is there a reason for this need? Why isn't another organisation doing this, and if they are, are they seeing more demand than they can cater for? Or perhaps what you plan to do is different, complementary to that, for a slightly different demographic.
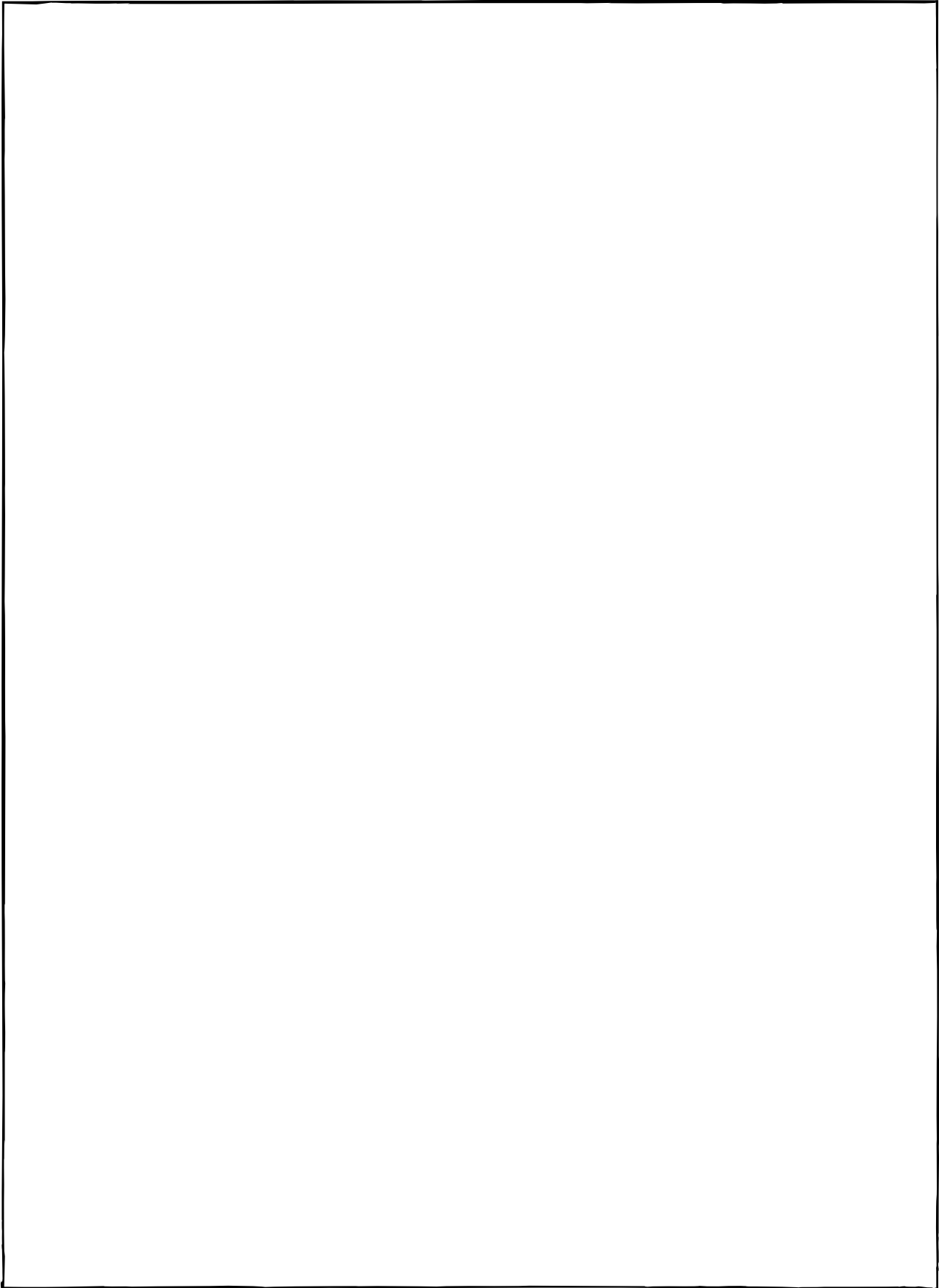
How?

How will your project be delivered?

What are the first steps in turning your idea into action? How will you get started? You could talk about the people you'd need to get together or the room you'd need to book.
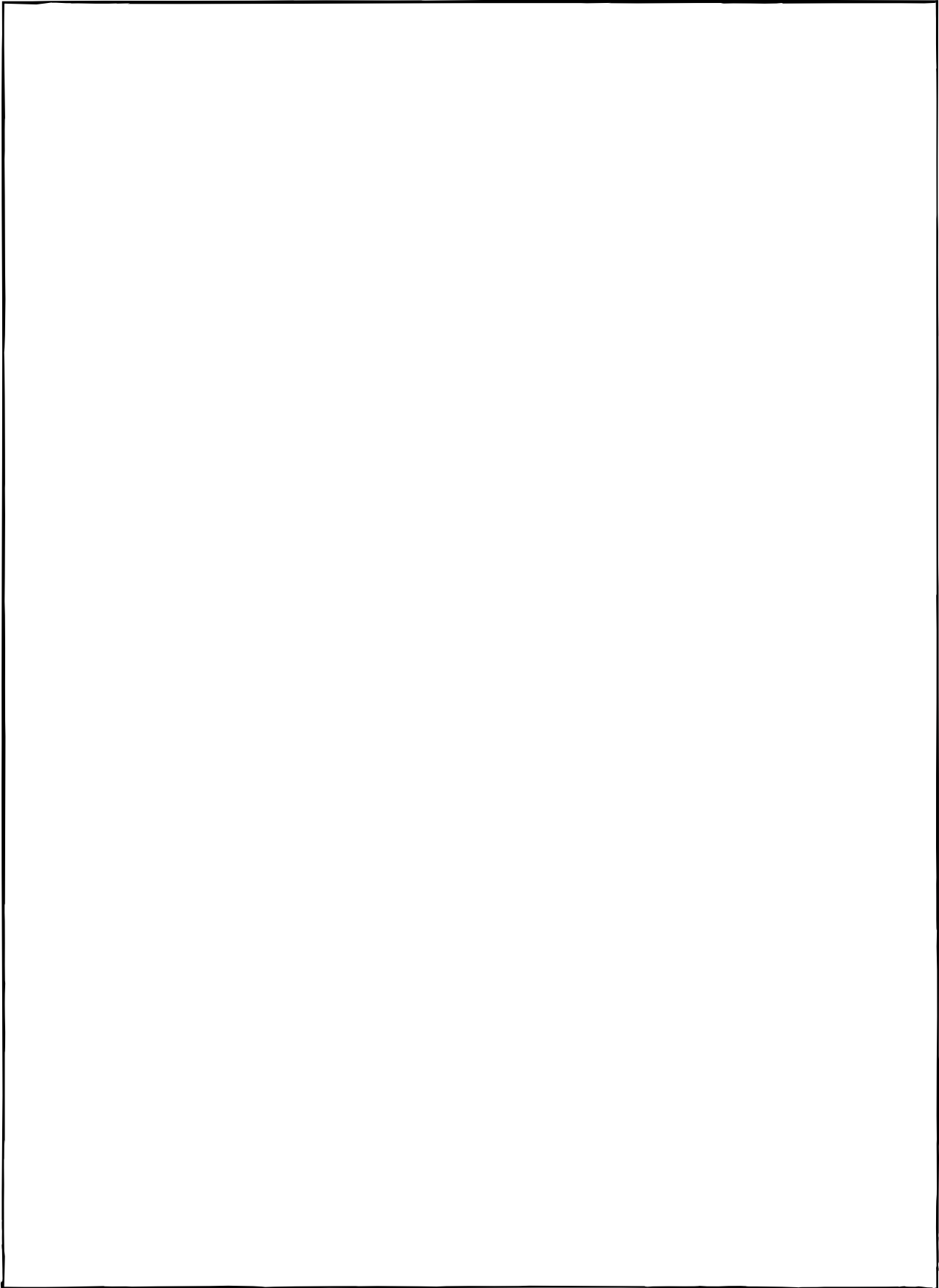
How will it work?

Give some details of each session or activity. How many staff or volunteers will be there and what will their responsibilities be? How will people hear about the sessions and how do they show an interest or attend?

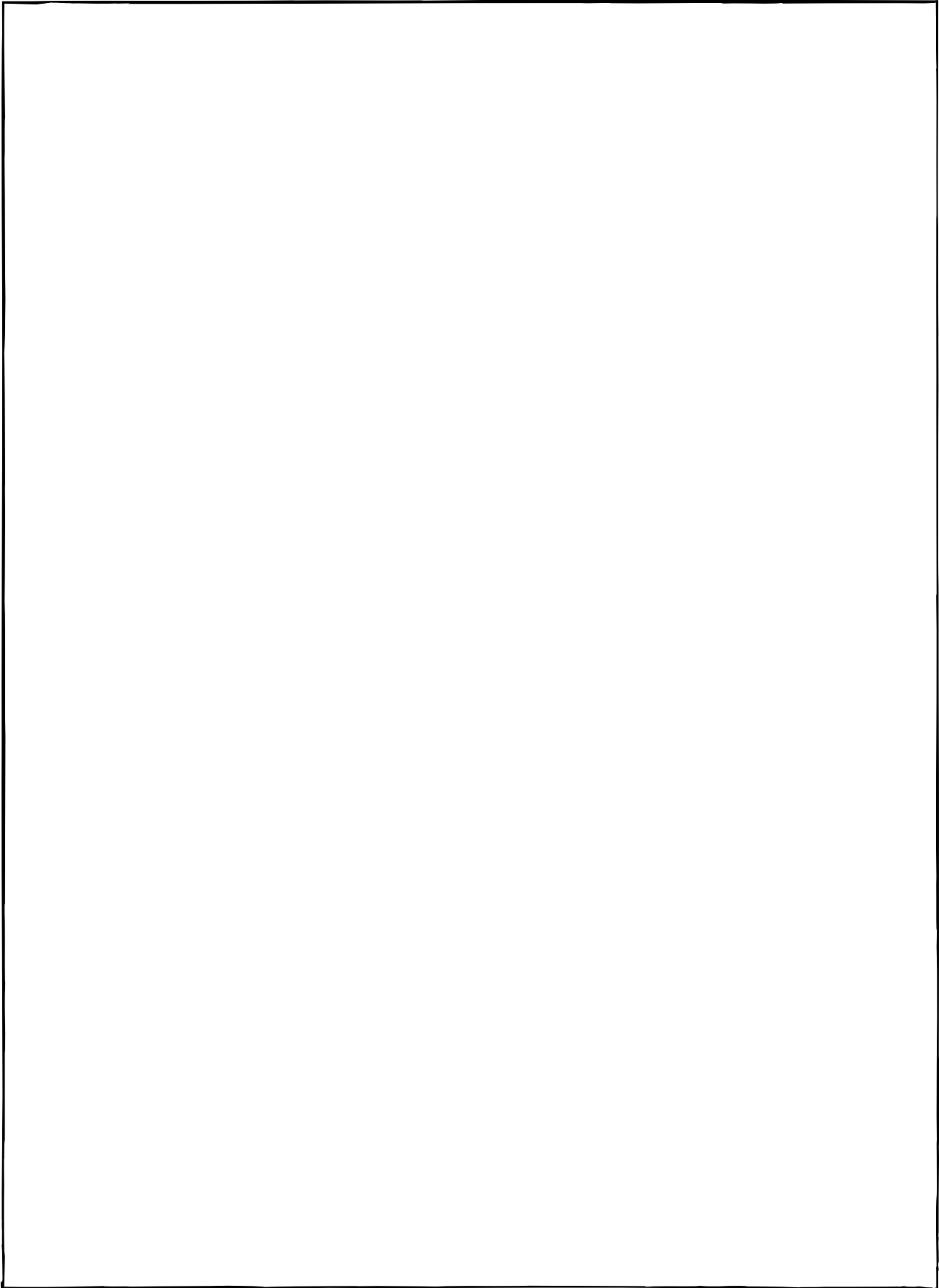**Space to put all your answers together.**

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