

Your unique selling points

When you are completing funding applications, it can help to impress the funder if you can tell them something about why they should support you. In marketing terms, this is referred to as your unique selling point.

Here are some points you might like to consider:

Your ability to mobilise in kind support: show that you can get and use offers of practical support from people, and that you are not simply money minded

Using volunteers: having people willingly give up their time to volunteer with you shows that your organisation is valued in the community. It may also be useful to show how the training and work experience you offer helps your volunteers gain valuable transferable skills.

Involving users in planning/ running the project: its great to be able to show that the activities you are planning/running comes from the wishes and needs of your users and not just your own thoughts

Your ability to attract support from other sources: it is particularly important if you have support from statutory bodies.

Your financial sustainability in the medium & long term: showing that you are safe and secure will help funders feel better about investing in you.

The level of funding you generate for yourselves: working to help yourself can be very attractive to potential funders, it shows you are committed to your work.

The support you get in membership or donations from the local community: support you receive from the local community is always a strong point.

Partnership and collaborating with other organisations: funders will want to know that their funding will not cause duplication or overlap in services already in your community.

Outcomes: all funders want to know what difference their donation will make. Remember to think about how you are going to measure the impact of your project before you apply for the money.

Significance: Can your proposal have wider significance? Maybe it could be a pilot or maybe your research will have an impact on work in other areas? Maybe it will pave the way to attracting more money for a larger project?

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