



# PLANNING YOUR KEY POINTS

**5 Ws & 2 Hs** - What key points do you need to include in your application? What do you want to highlight?

**Guidelines** - What buzz words feature in the grant that you can use? What mandatory requirements & guidelines does the grant have?

**Plan** - What mandatory documents do you need to include? Add support letters, a budget outline, timeline project plan to this section.

**Write** - Who is writing the application? How are the different parts coming together for the application?

**Success** - What are the objectives? What are the outcomes? What is the next step now you have received the grant?



# EVIDENCE IN ACTION

DON'T JUST STATE IT IN YOUR APPLICATION,  
YOU NEED TO SHOW IT!

Show your experience  
Show your support  
Show your planning  
Show the costs  
Show the economic benefits  
Show your strategic alignments  
Show the need of your project



## DO THIS BY:

- Using both quantitative\* and qualitative\*\* examples.
- Be clear, concise and accurate with your responses.
- Make sure your information is relevant and current, i.e. not old statistics.
- State the research you have done on 'the need' of the project.
- Use letters of support to showcase that there is a demand from your target audience.

\* **Quantitative evidence** is looking at the numbers.

It could be stating the demographic population in your area that you want to have as your target audience. Or it could be, your business's financial capability for the project.

\*\* **Qualitative evidence** is descriptive, offering explanations.

It could be how you've used particular strategies in your business that you will use in your project to get the best results.