WHAT TO INCLUDE IN YOUR FUNDING APPLICATION

When writing your application make sure you reflect on the 5 W's & 2 H's rule. Check you have asked yourself the following questions in your grant planning process.

- **WHO** will be your target audience, and who will be involved with the project?
- **WHAT** will your project achieve?
- **WHY** is your project important?
- **WHERE** will your project run?
- **WHEN** will your project be held (and for how long)?
- **HOW** will you run your project?
- **HOW MUCH** will your project cost?

Work through the questions on the next page to ensure you have the answers you need to complete a compelling application.

ADDRESS THESE FACTORS IN YOUR APPLICATION

WHO will be your target audience, and who will be involved with the project?

WHAT will your project achieve?

WHY is your project important?

WHERE will your project run?

WHEN will your project start and finish? What are the stages?

HOW will you run your project?

HOW MUCH will your project cost?