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Funders want to know what your project will do and how you will do it.

We can help you put your best foot forward.

Download the toolkit



What do funders want to know?

Most funders are looking for the same information. They just ask in different ways. They want to know:

- Who you are
- Where you are
- What you do
- Your need
- The people you want to help
- The project details
- The budget
- Your fundraising strategy
- And the long-term benefits

Funders don't reply to round-robin letters. So make each application unique to their preferences and priorities.

"Give the answers to the questions the application form asks, not what you think you need to say!"

Crossing the Threshold

What should you tell them?

Be blunt. Tell them what difference their money will make to your project.

Be clear about:

- Your mission statement
- How you are going to achieve your aims
- Your business plan
- What the risks are and how you will reduce them
- How you will measure success
- The long-term future of the project
- How much money you have already raised
- How much money you are asking for from other funders
- How much money you are asking for from them
- What your project will achieve

Talk the language of fundraisers

Give them proof

To show them your project is needed, include information like:

- The results of your surveys
- Visitor numbers
- Professional reports
- Your accounts
- Cash-flow records
- Your statement of significance and needs
- Conservation plans
- Letters of support

You can also use this information to measure the success of your project later on.

Find out more

Try our questionnaire

- [Parish Resources: Is your application ready?](#) (66.25 KB)

“You’re selling your project, not begging for money. Be proud of what you will achieve with their help.”

Crossing the Threshold

Top tips

1. Funders have their own criteria – so explain how your project helps them achieve their own aims and objectives
2. Think about what they want to fund, not what you need them to fund
3. Make sure your budget adds up
4. Answer every question
5. Be specific and to the point
6. Assume funders know nothing about your project

~~Find out more about applying to funders~~

Helpful hints

- [Parish Resources: Writing your application](#) (186.84 KB)

Next steps

To make your vision become a reality you need to start thinking about:

- Obtaining your faculty
- Fundraising
- Getting to know the [RIBA stages](#)
- Making sure you have [money](#) coming in to pay for the building work
- Starting the [building work](#)
- Preparing for a [brave new world](#)

Want more help?

Write good-quality applications

[The Heritage Lottery Fund can help you plan and deliver your project](#)

Our grants

[We give grants to listed churches for repair and conservation](#)

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