

How to make your application stand out

For your application to stand out amongst the hundreds of applications a club receives – it needs to impress. Here are five things to consider when next applying for ClubGRANTS funding.

1 Establish a relationship with your local clubs

Grant-making is personal. The more a club knows about your organisation and the type of work you do, the more likely you are to receive funding. Likewise, the more you know about a club, the better you can tailor your application to meet their values and interests. Do your research to learn about the club's history and objectives – most were established for specific purposes (e.g. RSLs to support veterans) – and identify what types of projects the club has previously funded.

Don't be afraid to reach out to a club and have a meeting with their manager or member of the board to cultivate a relationship, and unless they specifically say not to, always push for a face-to-face meeting. Standout applicants will educate the club on what they do and how they fit into the community, prepare relevant leave-behind briefing materials, and keep in contact with the club well after they receive funding.

2 Know what you want and be prepared to articulate it clearly

Ask yourself: why do we need the money, and what do we want to achieve? In many cases, applications may be rejected because clubs have not been convinced that there is an actual need for the project or that your idea will address a specific problem.

Successful applicants are able to communicate their pitch succinctly, meaningfully and in a way that makes

clear the relevance of their project and proposed solution to a social issue without unnecessary or superfluous length.

3 Be relevant and use evidence

It's vital to establish a specific problem or issue in a geographically identifiable area. The problem needs to be one that you can prove your organisation can realistically address (or contribute to addressing) if you receive ClubGRANTS funding. Use evidence to support your application but be careful to avoid overstating the problem or using overly emotional appeals. For example, if your project is to target youth homelessness or rural depression, try to include statistics or case studies from your area to demonstrate the seriousness of the problem.

After you have spent the funding, it's a good idea to let the club know the extent to which the funding's positive impact has reduced the problem. This may also improve your chances of receiving funding in future years.

4 Be different

Clubs are unlikely to fund duplicates of already successful projects or multiple organisations that are attempting to deliver the same outcome. Successful applicants focus on how their project is different from the rest, and offer to collaborate with similar organisations.

5 Keep it local

ClubGRANTS is about local needs being met by local clubs. Successful applicants highlight the geographical area their organisation serves and demonstrate how ClubGRANTS support will benefit the local community.

If you have an enquiry related to closing dates or application forms, please refer to the Find Your Grant Round page on the ClubGRANTS website or contact the relevant club or local committee convenor.

Questions about these guidelines and other website related matters can be directed to the ClubsNSW Member Enquiries Centre on 1300 730 001.