



Top Tips for Writing Funding Applications

The most important source of funding for any football club is its membership, both in the form of regular fees and subscriptions and fundraising activities such as social events and raffles. The revenue, which can be raised from these sources, is however often limited and can be restrictive to the clubs overall aims and growth. Due to this, external sources of funding have a key part to play in the development of many clubs.

Obtaining funding from external sources can be a complex and often frustrating process. The points outlined below provide general hints aimed at assisting you in strengthening your funding applications.

- Always read the entire application pack thoroughly before attempting to respond to any questions. It is essential that you are fully aware of what the objectives of the funder are in relation to the grant programme you are applying under.
- If possible, find another club who have successfully obtained funding from the funder and speak to them about their experience.
- Assume the funder knows nothing about you and your project, so make sure you sell yourselves and can stand out. Make sure you don't use any jargon or acronyms that you haven't explained.
- Most funders have a clear idea of what they will and will not fund. Make sure that you are aware of this and that your application is appropriately structured.
- Do have a plan for your project (including long-term sustainability); being clear, specific and transparent with the information you provide and ensure any necessary background work is done before submitting the application.
- Make sure that your project can deliver the kind of results, which the funder is seeking, i.e. helping more females to become involved in football.
- Use evidence to substantiate and enhance your application, including data you have obtained yourselves, as well as local strategic and demographic information.
- Before completing the final application form, obtain another opinion, the Football Development Team at the Amateur FA will be happy to provide this service.
- Ensure that your application complies with the timetable for applications if one exists; late applications are unlikely to receive support.
- Has your club considered becoming a Charter Standard Club? This is something funders look for as they recognise you are following best practice.