

**Project planning, Grant writing
+
Project pitch
Workshop series
June - September 2024**



Proudly brought to you by the combined powers of Border Trust and Albury Business Connect.

About Border Trust

Border Trust Community Foundation is the local catalyst for positive change.

We collaborate, to build a generous, connected, resilient community.

We activate the power of giving for lasting impact across our region - Albury, Federation, Greater Hume, Indigo, Towong, Wodonga LGA's

About ABC

Albury Business Connect helps your business thrive through networking, advocacy, and support.

Leading regional business chamber.

Works closely with BusinessNSW and Business Wodonga to deliver the two cities, one community philosophy.

Workshop series

Workshop 1: Plan your project

Workshop 2: Grant preparations + writing

Workshop 3: Prepare your pitch

Workshop 4: Practice your pitch

Workshop 1

PLAN YOUR PROJECT

Unpack your idea to be clear about the what, why and how of your project.

Project + budget

Know your project and budget well.

- Have a simple project plan on hand - summary, need, evidence, activities, timelines, risk management, outcomes and measures of success
- Be realistic about your budget - and how long this can take to prepare
- How will you offer value for money - sustainability, repeatability, legacy, partnerships for scale?
- Have letters of support

Plan your project

A basic project plan could include:

- Project name
- Summary statement
- Context + location + need
- Stakeholders + beneficiaries
- Objectives + outcomes
- Action steps - what, how, with whom, when
- Resources inc budget
- Risk management
- Performance management + outcome measures
- Monitoring + feedback
- Completion
- Attachments

Workshop 2

GRANT PREPARATIONS + WRITING

Boost your grant application success with our pro tips!

Getting ready

The work of securing a grant begins long before you start writing an application.

- Grants should support or bring forward your goals - so know what these are!
- Collate evidence of your org registrations, purpose, work + achievements, financials, staff expertise, awards
- Know how your project fits with regional strategies and plans
- If you secure funds, do you have the resources to deliver?

Partnerships

You may be able to resource and deliver a larger, more impactful project by forming a partnership.

- Who do you already collaborate with or know well?
- Do you have similar values and focus?
- Who might lead the project?
- Consider governance, roles, responsibilities, money

Finding funds

There is a lot of funding available, but it may not be the best fit for you, your organisation or your project.

- Border Trust - regular grant programs for local not-for-profit community organisations
- Philanthropic organisations - FRRR.org.au
- Local, state and federal government - sign up for eNewsletter
- Local government - access Grant Guru via online council's grant Hub or Finder link

About Give500

Give500 leverages the power of collective giving for lasting change.

The impact of floods, fires, the pandemic and cost of living rises are being felt across all aspects of everyday life. One way that Border Trust connects people who care to local causes that matter, is with our Give500 campaign.

Give500 allows people to give where they live to support people within our community.

First things first

Before diving into writing an application, ask yourself:

- Is your organisation eligible - if not, who?
- Does your project fit the funding body's objectives?
- What is the likelihood of success?
- Do you have the resources to prepare an application?
- Can you deliver the project if successful?

The guidelines

Know what is being asked of you before you start writing.

- Download the guidelines - read them carefully
- Take note of the funding body's language, purpose and needs
- your application must align with these
- Open your online application - fill in your organisation's details + check the format
- Check the reporting requirements

Project + budget

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Writing

Use simple language and don't assume the funding body knows anything about you.

- Use headings, paragraphs, dot points, visuals and bold font
- Keep to the point
- State facts and back up your claims
- Showcase your brilliance
- Reduce your words - can one paragraph become one sentence?

Wrapping up

Plan to have your application complete 1 - 2 days ahead of time.

- Have someone else proofread your application
- Complete internal sign off
- Double check attachments
- Submit early!

The outcome

We all hope the outcome is positive, but either way, there is work for you to do.

- Success - celebrate, sign the contract and prepare a detailed project plan
- Unsuccessful - seek feedback and consider other funding streams

Final words

Whether you're running a business or community organisation, the principles are the same.

- Grant writing success doesn't happen by accident
- Getting ready takes time - start now!

Workshop 3

PREPARE YOUR PITCH

Be prepared and confident in telling your story.

Getting ready

Prepare a pitch for your project (1).

- Set the scene - describe the situation, the need, why it matters
- Be clear about the specific need or problem you are solving
- What evidence do you have?
- Describe your solution - what will you do, how will this solve the problem, how is it different or value adding
- What can you leverage?
- Who are the beneficiaries?

Getting ready

Prepare a pitch for your project (2).

- What supports or resources do you have?
- Describe the outcomes/benefits and for whom
- What is your ask?
- Have a realistic project plan
- Devise a budget

Now go back and check: does what you say you will do, achieve what you want, and solve the problem you have described?

Workshop series 2024

PREPARE TO PITCH – Model and Structure

The “S U C C E S S” Model

Simplicity	What is the essential core?
Understanding	Do you know the issue?
Concrete	Are you using clear and practical language and examples?
Credible	Is the content and the delivery true and authentic?
Emotional	Are you appealing to emotions?
Story	Is there a human story to carry it?
Surprise	Are you challenging expectations and entertaining?

CONTEXT: (Show your understanding of the issue)		
ISSUE: (Show evidence of why your project is needed.)	SOLUTION: (Your project)	BENEFITS: (Concrete)
WHAT IS YOUR ASK?		

This model has been adapted from Lisa Cotton’s presentation “*Igniting your presentation*”, Social Ventures Australia.

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Workshop 4

PRACTICE YOUR PITCH

Practice and try out your pitch in front of a small group of friendly faces.

Any questions?

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