

## Resource Sheet ##: What funders look for in a strong application

While it may vary from funder to funder, here is a list of what funders commonly look for in a strong application. You may have points to add to this list.

- strong alignment with grant criteria
- ideas that are thoroughly developed
- ideas that have a good chance of succeeding
- solid social return on investment
- proposals that communicate good value for money
- a compelling, cohesive and complete story
- a clear picture of what will be done, by whom, when, where, etc.
- a direct link between the budget and the narrative responses (nothing in the budget is a surprise)
- long answers when there is a high word/character limit
- clear, plain language (no jargon)
- evidence that the agency can deliver on what is promised