

Putting Queensland Kids First Partnership Fund – Round One

Grant Writing Tips

September 2024

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How to prepare for your application

Before you start an application, it's important to carefully read the [Putting Queensland Kids First \(PQKF\) Partnership Fund Round One Guidelines](#) to make sure this grant is suitable for your project.

The Guidelines provide details about:

- the grants program's purpose and expected results
- key dates (*opening, closing, project commencement and completion*)
- the amount of available funding
- the types of organisations which can apply
- suitable types of projects
- how and where to apply for the grant
- which documents to include in your application
- how your application is assessed
- payments and GST
- contacts for information and assistance

Planning is the key to a good application!

- ✓ **PLAN** your project/event and understand its purpose
- ✓ **RESEARCH** your project/event
- ✓ **READ** the Program Guidelines
- ✓ **READ** the application form
- ✓ **READ** the recommended publications
- ✓ **GIVE** yourself enough time to prepare
- ✓ **MAKE** a checklist to assist with planning
- ✓ **GATHER** everything you need to apply!

If you have read the Guidelines, Frequently Asked Questions (FAQs), and this Grant Writing Tips document and still have questions, please contact the Department of the Premier and Cabinet by emailing: pqkfpartnershipfund@premiers.qld.gov.au.

Check you are eligible to apply

- The Guidelines explain:
 - ✓ if your type of organisation is eligible
 - ✓ if your type of project is eligible.
- Also read the examples of eligible and ineligible project costs so you know what you can and can't include in your application.



Preparing your application

- ✓ Check the application closing date
- ✓ Check project commencement and completion dates
- ✓ Gather the supporting evidence or documents required* (see Tip 2)
- ✓ Double check the grant application instructions
- ✓ Decide who is going to manage the project – do you have the specialist skills required?

Tip 1 Confirm your project partners!

- Read the Guidelines to understand the critical importance of strong community connections and partnerships, and how to incorporate them into your application.
- Check out the application form to see where you can outline the experience your organisation has in working in partnership to successfully co-design and deliver place-based supports that respond to the unique needs of local Queensland communities.
- Read the rest of this document for guidance on how you could evidence those partnerships and their role/contribution to the delivery of your project.

Tip 2 It is important to act quickly to make sure you get all the required supporting materials

Check the Guidelines and application form to see what supporting materials are needed/useful (refer to **Appendix A** for examples), for example:

- legal registration documents e.g. Certificate of Incorporation (refer to **Appendix A** for more information)
- a detailed project plan (see Tip 3)
- a budget for the full project (see Tip 4 and also **Appendix B**)
- letters of support (refer to **Appendix C** for more information on what detail to include in these letters)

📌 **Did you know your application will be strengthened if you include as much information as you can about the project?**

You might have a great project or event planned, but you may miss out on funding if you don't include enough detail about the project.

Tip 3 What to include in your project plan

When writing your grant project plan make sure you include:

- a description and scope of your project
- what outcomes you want to achieve
- how your project will be undertaken
- the important steps and timeframes
- who will manage the project
- the key stakeholders involved
- a budget outlining all costs
- a timeline of when key stages (i.e. milestones) will be achieved
 - include expected project completion and launch event dates (if applicable)
 - ensure your timeline fits within the project start and end dates outlined in the Guidelines
- a promotional plan (if applicable)
- risk management (e.g. planning for delays, human resources, etc.)
- an evaluation of how you will measure the success of your project.

📌 **Note: It is important to have the skills and expertise to be able to do your project.**

Ask yourself:

- Do you have the right skills in your team to deliver the project?
- Are they licensed?
- Do you need specialist advice?

Tip 4 What to include in your budget

Your budget must show funding contributions (also called ‘income’), expenditure, and quotes.

- Funding contributions include:
 - cash contributed by your organisation
 - cash contributed by other organisations (e.g. sponsorship/gifts/donations)
 - grants from other programs supporting this project
 - in-kind support
- At the Detailed Application stage, we recommend including written quotes (where appropriate) as evidence of your budget calculations. Written quotes:
 - must be on a company or business letterhead
 - supplier must have a valid ABN
 - must be from appropriately qualified providers
 - should be current (e.g. less than 6 months old)

Refer to **Appendix B** for more advice on preparing your budget.

Note: While a budget outline is sufficient at the Expression of Interest (EOI stage), supporting evidence (e.g. Letters of Support) is required at the Detailed Application stage.

A budget outline should include the cash amount being contributed by your organisation, plus any cash donations or in-kind support from other parties.

It is best to get contributions confirmed in writing, as evidence of the contributions is required at the Detailed Application stage.

You should now be prepared and ready to write your application!

The grants process is very competitive, so please include as much detail as you can.

Note: there are word limits to the questions.

You want to make sure your application stands out from the rest! (see Tip 5)

Tip 5 Writing a strong grant application means detailing the *How, What* and *Why*.

Be convincing when you explain:

- **WHY** the project is needed
- **HOW** it will respond to community needs
- **WHAT** the benefits will be for the target cohort/s
- **HOW** the project fits the purpose of the grants program
- **HOW** the community is supportive and/or involved
- **HOW** the project will be managed and completed
- **HOW** the project outcomes will be evidenced
- **HOW** the project will be sustained after the grant funds are expended.

It's all about the details!
There's never enough money to go around, so make your application too good to refuse!
A great idea still needs to be backed up with convincing evidence.
Don't skimp on the details!

You may also wish to read:

- **Appendix D** on building a strong case
- **Appendix E** on writing clearly and convincingly.

Reviewing and submitting your application

Once your grant application is complete, take the time to thoroughly review and edit your work. This process is crucial for ensuring your application is clear, concise, and meets all the grant requirements. Additionally, review and editing help strengthen your application by making sure it's easy for assessors to understand and evaluate.

Allocate enough time	<ul style="list-style-type: none">• Give yourself ample time to go through your application multiple times. Rushing this process can lead to oversights and missed opportunities to strengthen your application.
Seek peer feedback	<ul style="list-style-type: none">• Ask a trusted peer or supporter to review your application. They may catch errors or suggest improvements that you might have missed.
Proofread for clarity	<ul style="list-style-type: none">• Have someone unfamiliar with your application proofread it. They can help ensure your language is clear and easy to follow.
Check for consistency	<ul style="list-style-type: none">• Make sure the content and language are consistent throughout your application. This includes using the same terminology and style across all sections.
Verify against the guidelines	<ul style="list-style-type: none">• Cross-check your application with the grant guidelines to ensure all required information and documents are included.
Avoid errors	<ul style="list-style-type: none">• Look out for spelling, grammar, and punctuation errors. These can detract from the quality of your application.
Confirm all information	<ul style="list-style-type: none">• Make sure you have completed all mandatory fields and provided the required supporting documentation.

Grant application checklist

Use the checklist below to make sure your application is well written, contains all the required supporting materials, and meets the grant criteria.

Put a tick against everything you have completed, with the remaining blank boxes helping to identify items you may have missed that you will need to follow up before submitting your application.

Guidelines and resources	• I have read the website, Guidelines, the FAQs and this Grant Writing Tips sheet, and know the aim of the grant program, eligibility criteria, and closing date and time.	<input type="checkbox"/>
Application form	• I have accessed the SmartyGrants application form to submit my application, and followed process outlined in the grant guidelines.	<input type="checkbox"/>
Checked my idea	• My proposal is strong and aligns with the aim of the grant.	<input type="checkbox"/>
Proposal content	• I have reviewed my proposal to ensure it includes only content allowed by the grant and excludes any content not permitted (e.g. it is aimed at the correct cohort for the grant, it does not contain items in the budget that are disallowed in the guidelines, etc.).	<input type="checkbox"/>
Considered my audience	• Application is written assuming the assessor knows nothing about my business or the project.	<input type="checkbox"/>
Language and tone	• Simple, positive business language has been used (and includes no jargon, vague, speculative, or negative wording).	<input type="checkbox"/>
Concise	• Answers are concise and within required word count.	<input type="checkbox"/>
Targeted answers	• Answers are not duplicated, and all sections have been completed, with responses talking specifically to the question asked.	<input type="checkbox"/>
Budget outlined	• Proposed project budget aligns to guidelines.	<input type="checkbox"/>
Headings	• Include useful headings so reader can contextualise the content.	<input type="checkbox"/>
Keywords	• Same keywords used as in the grant guidelines and assessment criteria.	<input type="checkbox"/>
Attachments renamed	• Renamed all attachments with clear naming conventions, e.g. Organisation Name - Incorporation Certificate.pdf.	<input type="checkbox"/>
Reviewed	• Application has been thoroughly reviewed by 2 or more people.	<input type="checkbox"/>
Proofread	• Application has been proofread by 2 or more people.	<input type="checkbox"/>
Final check	• All information has been provided to support the application as outlined in the guidelines.	<input type="checkbox"/>

Submitting your application

When using SmartyGrants to submit a grant application, you can find the 'Review and Submit' button at the bottom of the Navigation Panel. When you are ready to submit your application, make sure to review your application thoroughly before clicking this button to ensure it is complete and accurate.

Once you have reviewed your application, you can submit it by clicking the 'Submit' button located at the top or bottom of the screen or within the navigation panel. Remember, you will only be able to submit your application if all compulsory questions have been answered and there are no validation errors.

After submitting your application, you will not be able to edit it or upload any additional support materials. You will receive a confirmation email with a copy of your submitted application attached, sent to the email address you used to register.

If you do not receive a confirmation email, your application may not have been submitted successfully. Check your spam or junk email folder in case the email was misdirected. If it is not there, you should follow up to confirm the status of your submission.

Applicants that are invited to submit a Detailed Application will be notified in writing of the outcome of their application after the assessment and approval of the EOI stage is complete.

Good luck! We look forward to receiving your application!

Appendix A – Important supporting materials

Providing strong supporting materials can bolster your grant application and provide the assessment panel with additional evidence of your project's merit. This documentation serves as proof of your preparedness, commitment, and understanding of the project's various aspects.

Key supporting materials required for PQKF Partnership Fund grants include evidence of:

Supporting materials	Expression of Interest	Detailed Application
Legal registration documents: Include any necessary documentation to verify your organisation's legal standing, such as certificates of registration or incorporation.	Required (subject to ABN status)	Required
Letters of support: Include letters from stakeholders, partners, or other relevant parties outlining the role partnership plays in designing and delivering the proposal.	Encouraged	Required
<i>Note. If your project is to be delivered in remote and discrete Aboriginal and Torres Strait Islander communities, a letter from the relevant Council/s confirming support for your project must be supplied at the Detailed Application stage for the project to be eligible.</i>	<i>Optional</i>	<i>Required</i>
Project plan: Detailing key milestones and demonstrating capacity to commence and deliver the project within the timeframe. (optional template will be provided)	Not required	Required
Budget: Detailing sound planning with reference to financial feasibility; budget over the project life; overall costs and contributions from all sources. (optional template will be provided)	Required (outline only – via SmartyGrants)	Required (detailed)
Community connection: Demonstrate that your organisation's connection to people and place has helped shape your proposal, e.g. that you have engaged with and understood the needs and perspectives of the community you plan to serve. This can include surveys, meeting notes, feedback from community members, case studies or letters of support	Optional	Required
Risk assessment and management: Show that you have identified potential risks and developed plans to mitigate them. This can include a risk management plan that outlines how you intend to address challenges.	Not required	Encouraged
Cultural competency: Provide evidence of your organisation's cultural competency and how you plan to ensure cultural inclusion and safety within your project, particularly if working with Indigenous or culturally diverse communities. This may include cultural awareness training or partnership with local cultural advisors.	Encouraged	Required

Legal registration documents

In the grant applications process, the submission of legal registration documentation is incredibly important. These documents serve as evidence of an organisation's legal status, confirming its legitimacy, compliance with regulatory requirements, and eligibility to receive funding. It is imperative that such documentation is current and relevant, reflecting the organisation's ongoing commitment to transparency and accountability.

Submitting up-to-date legal registration documentation ensures eligibility for funding and demonstrates an organisation's capacity to meet grant requirements.



Failure to provide valid documentation may result in delays, or your application being deemed ineligible to be considered for funding.

Common legal registration documents in Australia include:

Certificate of Incorporation of an Association: This document confirms the incorporation of an association, providing insight into its governance structure and objectives.

Certificate of Incorporation: Issued by the Australian Securities and Investments Commission (ASIC), this certifies a company's registration as a legal entity, confirming its existence and standing.

Certificate of Registration of a Company or Business Name: Similar to a Certificate of Incorporation, this document confirms a company's registration with ASIC.

Charity Registration Certificate: From the Australian Charities and Not-for-profits Commission (ACNC), this certifies an organisation's charitable status and compliance with regulatory standards.

Letters of Support

A Letter of Support (LOS) is a document written by an individual or organisation to express their endorsement, encouragement, or backing for a specific project, proposal, or grant application. Asking your relevant networks and partners for a LOS is a crucial step of your grant application, and PQKF grants require a LOS at Detailed Application Stage to confirm community connection and the role partnerships play in delivery of the project.

Below is a quick summary of the type of detail to ask your networks to provide when writing a LOS:

- **Content and formatting:** Ensure the letter contains accurate and official information to add authenticity, credibility, and relevance to the endorsement.
 - If applicable, provide the LOS on their organisation's/business' letterhead, which includes their logo and relevant details
 - Date of writing the letter
 - It is important to show that this LOS is current and specific to the specific stream of funding you are applying for
 - Signature
 - Name and role of the person writing the LOS.
- **Introduction:** Begin by introducing themselves or their organisation and their relationship to the project or proposal for which they are providing support.
 - *Ensure that they name the specific project/program that is in your application.*
- **Statement of support:** Clearly state their support for the project or proposal. Emphasise the importance of the endeavour and its potential impact, and use specific examples or evidence to support the claims.
- **Reasons for support:** Provide specific reasons why they are endorsing the project. This could include highlighting the project's alignment with their organisation's mission or goals, partnering for its delivery, its potential benefits to the community or target audience, or the qualifications and capabilities of the individuals involved.
- **Personal or organisational capacity:** Briefly mention their organisation's relevant experience, expertise, or resources that could contribute to the success of the project.
- **Contact information:** Include their contact information so that the recipient can follow up with any questions or further discussion.
- **Closing:** End the letter with a polite closing statement expressing their willingness to provide further assistance if needed.
- **Signature:** Sign the letter to authenticate their endorsement.

Letterhead	Logo
Date	
<ul style="list-style-type: none">• Introduction• Statement of Support / specific endorsement• Reasons for support / background and connection• Testimony• Closing• Contact information	
Signature	
Name, role, organisation	

Remember to tailor the content of the LOS to the specific context and requirements of the project or grant application. Additionally, ensure that the letter is well-written, concise, and professionally formatted.

Make sure to request your Letters of Support before the grant application deadline. Letters can sometimes take others a while to put together, and documents cannot be added to your application once the application period has closed.

Evidencing community consultation

Demonstrating evidence of community consultation in grant applications is crucial as it validates the program's responsiveness to community needs and ensures transparency in decision-making processes. Providing documentation of genuine community engagement strengthens the credibility of the proposed initiative and demonstrates that the proposal meets the eligibility criteria, which calls for meaningful partnerships and a commitment to community-driven solutions.

Evidence of community consultation can take various forms, including:

Community letters or endorsements <ul style="list-style-type: none">• Letters of support or endorsement from community leaders, organisations, or influential individuals, expressing backing for proposed programs or initiatives following consultation.	Collaborative project plans <ul style="list-style-type: none">• Co-developed project plans or proposals that reflect input from community consultation activities, demonstrating how community feedback has influenced program design and implementation strategies.	Feedback analysis reports <ul style="list-style-type: none">• Reports analysing feedback received from community consultation activities, summarising key themes, concerns, and suggestions identified during the process.
Meeting minutes and reports <ul style="list-style-type: none">• Documentation of meetings held with community members, stakeholders, or advisory groups, along with detailed minutes and reports summarising discussions, decisions, and action points.	Surveys and questionnaires <ul style="list-style-type: none">• Results from surveys or questionnaires distributed to community members to gather feedback, opinions, and preferences on specific issues or program elements.	Focus group transcripts <ul style="list-style-type: none">• Transcripts or summaries of focus group discussions conducted with representatives from the community to explore particular topics, gather insights, and identify priorities.
Feedback forms <ul style="list-style-type: none">• Completed feedback forms or comment cards from community events, workshops, or information sessions, providing direct input from participants on program ideas, proposals, or drafts.	Social media engagements <ul style="list-style-type: none">• Analytics or summaries of engagement on social media platforms, demonstrating interactions, comments, shares, or likes related to community consultation activities or posts.	Case studies or success stories <ul style="list-style-type: none">• Narratives or case studies highlighting successful outcomes or positive impacts resulting from community consultation efforts, showcasing tangible benefits to the community.

Evidencing cultural competency

Grant assessment panels are looking for explicit evidence of cultural competency and intentional cultural safety practice. Grant applicants can provide evidence in several ways.

Highlight staff training in cultural competency	<ul style="list-style-type: none">• Showcase staff training initiatives focused on cultural competency, diversity awareness, and sensitivity training to illustrate the commitment to cultural safety within the organisation.
Describe cultural protocols and practices	<ul style="list-style-type: none">• Detail specific cultural protocols and practices integrated into the program design, emphasising their importance and relevance in ensuring cultural safety and respect for diverse traditions.
Highlight partnerships with cultural organisations	<ul style="list-style-type: none">• Showcase collaborations with cultural organisations or leaders, demonstrating a collaborative approach to program delivery and a recognition of community expertise and resources.
Demonstrate language accessibility	<ul style="list-style-type: none">• Provide evidence of efforts to address language barriers through translation services, bilingual staff, or multilingual resources, demonstrating a commitment to linguistic inclusivity.
Emphasis diverse representation	<ul style="list-style-type: none">• Showcase diversity among program leadership, facilitators, and staff members, emphasising the importance of representation and inclusivity in program delivery.
Provide records of community engagement	<ul style="list-style-type: none">• Include documentation such as meeting minutes, photos, or reports to demonstrate meaningful engagement with the community in program planning and development.
Outline feedback and evaluation mechanisms	<ul style="list-style-type: none">• Describe the feedback mechanisms and evaluation processes implemented to gather insights on program effectiveness and cultural safety, demonstrating a commitment to continuous improvement.
Include participant testimonials	<ul style="list-style-type: none">• Incorporate quotes or testimonials from participants reflecting positive experiences with cultural safety measures, providing firsthand evidence of program impact and effectiveness.
Present evidence of positive outcomes	<ul style="list-style-type: none">• Provide data or case studies demonstrating positive outcomes associated with cultural safety measures, using both quantitative and qualitative evidence to support program effectiveness.

By building, demonstrating, and evidencing cultural competency and safety throughout the program design and delivery process, you not only meet grant application requirements but also demonstrate a genuine commitment to inclusivity, equity, and respect for diversity.

This comprehensive approach fosters a sense of belonging, empowerment, and trust among participants, leading to more impactful and sustainable outcomes within your community.

Appendix B – Getting the budget right

An accurate budget is crucial in grant applications as it outlines how you plan to use the funds. A well-prepared budget:

- demonstrates your grasp of the project's financial requirements and your ability to manage resources efficiently
- reduces questions from the assessment panel by showing your thorough understanding of the project's financial needs and how the grant funds will be used
- enhances your application's credibility by showcasing transparency and accountability
- builds trust with the funding body, reflecting your careful planning and clear implementation strategy
- shows your organisation's readiness to responsibly manage the grant funds, a key factor in grant decision-making.

Remember, your proposed budget is more than just numbers; it reflects your project's vision and your organisation's capacity to implement it effectively. By taking the time to understand the budgeting process and providing clear, detailed information, you will improve the quality of your grant application and demonstrate your readiness to undertake your project.

For support on understanding the correct *content* of your budget, please make sure you clearly read the Guidelines and FAQs to understand the parameters of the funding and what can and cannot be included.

Budget Tips

- Check that your requested funding is within the grant's minimum and maximum limits.
- Ensure your costs align with the grant's eligible expenses as outlined in the guidelines.
- Include all costs, considering administrative overheads.

If submitting a catalogue of services from a supplier, specify the items you are purchasing.

- Ensure your organisation has the financial capacity to cover costs before funding is disbursed.
 - Keep in mind that funding success is not guaranteed, and you are responsible for covering associated program costs.
- Review your budget for accuracy.
 - List the total value of any in-kind support and other funding sources.
 - Ensure total funding contribution equals total expenditure.
- Be prepared to provide evidence of approved items spent using grant money as part of the acquittal process.

Importance of accurate and balanced budget information

In your funding application, you need to clearly demonstrate the true cost of running your proposal.

Assessment panels need to gain a clear understanding of:

- what money are you receiving to cover the full costs (funding contributions/income/revenue)
- what money you plan to spend to make the proposal work (expenditure).

The total amount of money you receive (funding contributions) should equal the total amount you plan to spend (expenditure). This means that all sources of funding, including grants and donations, should match your project's total costs. Balancing your budget this way shows you have a clear plan for how you will use the funds effectively.

The PQKF grants application form includes two separate tables for you to fill out to detail your funding contributions and expenditure. Items need to be listed as separate line items, with details and in whole numbers. All figures should exclude GST.

1. Funding contributions section (aka, money in): This table requires you to list all sources of income or revenue for your proposal, including your PQKF grant funding request. Include any other grant funding, and contributions from other sources such as donations, or partnerships.

Funding contribution description	Contribution type	Contribution confirmed? (Y/N)	Contribution Amount (excl. GST)	Notes

2. Expenditure section: This table requires you to list all costs associated with your proposal, including where your previously listed in-kind items will be allocated.

Include all reasonable and necessary expenses related to your project, for example:

- salaries and organisational running costs (except for existing staff performing business as usual operations)
- marketing costs
- training educational materials
- project consumables
- equipment or venue hire
- office equipment or technology
- participant brokerage
- project-specific professional development
- other relevant project costs.

Your expenditure items need to have:

- clear and detailed information regarding the items you are requesting. Wording like “Program costs” or “Other costs” would need to have specific descriptors added.
- separate line items for the items and resources you require
- a clear distinction of where your items listed in the Funding Contributions table will be spent.

For example:

Expenditure description	Expenditure type	Quote received? (Y/N)	Expenditure Amount (excl. GST)	Notes
<i>Provide a costing breakdown for each line-item e.g. Program manager and facilitator wages (2 staff x 2000 hours)</i>				

Your total expenditure costs must match your total funding contributions, ensuring your budget balances to \$0.

Total funding contribution amount (excl. GST)	Total expenditure amount (excl. GST)	Funding contribution minus Expenditure (excl. GST)
\$873,500	\$873,500	\$0

Appendix C – Building a strong case

Building a strong case is a foundational aspect of any grant application. It involves clearly and convincingly demonstrating how your proposed project aligns with the grant's goals and priorities, and how it will address a specific need in the community.

Here are some key elements to focus on when building a strong case:

Identifying the need

- Begin by presenting a clear, concise summary of the problem or opportunity your project aims to address.
- Use data, research, and community feedback to validate the need and underscore its importance.

Project alignment

- Highlight how your proposed project aligns with the specific goals and objectives of the grant program.
- Make explicit connections between your project and the grant's funding priorities.

Proposed approach

- Provide a detailed explanation of your project's approach and strategies for addressing the identified need.
- Outline the methods and activities you plan to use to achieve your goals.

Outcomes and impact

- Clearly articulate the expected outcomes and potential impact of your project.
- Explain how your project will make a tangible difference in the community or for the target population.

Evidence and supporting information

- Back up your claims with evidence such as research findings, testimonials, or case studies.
- Show that your approach is grounded in best practices and has a strong likelihood of success.

Risk mitigation

- Address any potential challenges or risks that may arise during your project and explain how you plan to mitigate them.
- Demonstrating awareness of risks and a plan to manage them adds credibility to your application.

By following these steps and presenting a well-reasoned case for your project, you can strengthen your grant application and make a compelling argument for why your project should receive funding.

Appendix D – How to write clearly and convincingly

When writing your grant application, prioritise clarity and conciseness so assessors can quickly understand your proposal and its goals. Keep in mind that your reader may not know the details as you do, so use straightforward language to make your proposal easy to grasp.

Plain English relies on clear language, avoiding jargon, complex terms, and confusing sentences. This helps your grant application by making it simpler for reviewers to understand your proposal and ideas efficiently. It shows respect for their time and helps convey your message clearly.

For example, instead of saying, "The organisation will facilitate a comprehensive training program for the youth population to acquire essential life competencies," you could say, "We will provide training for young people to help them gain important life skills." This is direct and easy to understand.

Clarity is key

Be specific	Stay focused	Tailor your responses
<ul style="list-style-type: none">Clearly outline what the proposal is, how it will be delivered, who will be involved, and what you aim to achieve.	<ul style="list-style-type: none">Avoid overly complex language, jargon, or buzzwords that might obscure your message.Provide detailed insights into your program's objectives and how you plan to achieve them.	<ul style="list-style-type: none">Make sure your answers align with each question, addressing the specific aspects requested.Avoid using generic responses or repeating information across different sections.

Make it understandable

Consider your audience	Avoid vagueness	Use refined language sparingly
<ul style="list-style-type: none">Write your proposal to be understandable for all readers, regardless of their familiarity with the subject.	<ul style="list-style-type: none">Provide specific and detailed descriptions of your program's activities and intended outcomes.Clear, tangible details strengthen your application.	<ul style="list-style-type: none">While polished language can enhance your proposal, it should not replace substance.

Headline information first, details afterwards

Engage your reader with main points for context: When information is presented in a clear and concise manner, starting with a headline or main point, it allows our brains to quickly process and understand the key message. Once we have a grasp of the main idea, we are then more receptive to absorbing additional details and knowing what context to apply those details to.

Start with a concise summary of your program, explaining what it is, why it matters, and how you plan to achieve your goals.

Follow the brain's natural order: Presenting information in the order that the brain processes it helps readers absorb information more efficiently.



Helpful Tips

Professional tone	<ul style="list-style-type: none">• Maintain a consistent, professional tone that aligns with the grant guidelines.
Realistic expectations	<ul style="list-style-type: none">• Be positive but also realistic about your program's potential impact, acknowledging any risks and challenges and explaining how you plan to address them.
Focus on essentials	<ul style="list-style-type: none">• Use bullet points and headings to break up text and make your proposal easier to read.
Provide evidence	<ul style="list-style-type: none">• Back up your claims with factual, non-speculative language and specific examples. Instead of stating, "Our program will benefit the community," you could say, "Based on our previous similar initiatives, we anticipate a 20% increase in community engagement within the first six months."

Summary

When you are very close to the subject, it is sometimes difficult to remember that others do not have the in-depth knowledge that you have about your program, how amazing it is and what you can achieve with it.

Make sure that you look at your application with fresh eyes, and review what you have written through the lens of someone who has never heard of your program before, and work towards giving them a succinct and clear understanding.

There are AI tools available that may also be able to give suggestions about clarifying your language. You will still need to thoroughly review the outputs to ensure it is accurate, appropriate, and relevant for the grant criteria, and still written in your own voice and tone.

Remember to lead with a clear headline, outline your proposal's essential elements, and guide your reader through the application logically and effectively. Ensure your language is tailored to each question and maintain a professional tone throughout your application.