

TOP FIVE TIPS for a successful event funding application

Tourism Saskatchewan's Event Hosting Program receives hundreds of applications. With so many events vying for the limited available support, crafting the best possible proposal is vital. Here are some tips for completing an application that will sell your event to funding committees.

1. DO YOUR HOMEWORK

Every funding organization has stated objectives that it is trying to reach with its programs. Research those objectives and tailor your application accordingly. Read the guidelines thoroughly. If you do not understand something, call and ask for clarification.

2. CRAFT A PERSUASIVE, INTERESTING DOCUMENT

Adjudicators often read dozens of applications. They can easily lose sight of the proposal if it is hidden beneath "PR" rhetoric, topics unrelated to the project or past grievances with stakeholders. Place the main idea at the beginning of each paragraph, and consider these style tips:

- Be clear and direct.
- Avoid acronyms and jargon.
- Speak/write in third-person (avoid "we" and "I").
- Do not copy someone else's work or use a grant template from another proposal.
- Use citations and quotations correctly. Do not plagiarize.
- Use action verbs.
- Be positive. Applications are not an appropriate forum for complaints, past grievances or "tales of woe."
- Include page numbers to help grantors move through your proposal easily.

3. OBEY THE THREE Cs – CONCISE, CLEAR AND COMPLETE

The goal of the application should be to provide a complete reckoning of what is to be done, as briefly as possible. The proposal should be self-contained – do not rely on appendices and supplements. Specify the scope of the application up front and make sure it is realistic to the amount requested. Match your ask with an expense line in your budget. Show funders that the money is going to be used for a specific purpose.

Avoid proposing too much. Focus on one aspect of the event (e.g. marketing) and solidify the arguments for that area alone. Use formatting (boldface, formatted lists, etc.) to your advantage. Emphasize and restate your key points where appropriate. Start each section with a summary of the key points.

4. THE 5 Ws (AND ONE H)

The person reading your proposal needs to understand these aspects of your event:

Who: Describe your organization, affirm why you are qualified to run the event/project and list any partners who will be involved.

What: Identify the challenge, need or opportunity being addressed.

When: List the dates, length of the project and any notable milestones.

Where: Identify the community/location and confirmed facilities/spaces.

Why: State the goals and objectives of the event/project.

How: State what will occur, what you will need to fulfil your plans and objectives, and how success will be determined (this will form the bulk of your proposal).

5. USE FACTS – SHOW THAT YOU CAN MEASURE RESULTS

The grantor will be more likely to fund projects that have specific measures in place for both quantitative (based on numbers) and qualitative (based on people) feedback. Show potential funders how you will measure the success of the project.