



# TRAINING ON FUNDING OPPORTUNITIES, FUNDRAISING, AND GRANT APPLICATION WRITING

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## Intro

EU funding leaves you puzzled? Want to try new things but don't know how to pay for them? Your office is understaffed and overworked?

## Symptoms

- Grant application writing seems a bit of a mystery.
- Your organisation does neither know how nor where to start seeking for different funding opportunities.
- Funding programmes and schemes seem confusing and the rules make little sense.
- Nobody ever considered attracting a private donor.
- Writing grant applications is very time-consuming and the outcome is not very coherent or competitive.
- Grant applications are rejected and there is no (good) understanding of why and how they could be improved/or supported by different donors.
- Your organisation faces important risks due to the need to reimburse funds after the implementation of the project.
- Your organisation is penalised for not paying due attention to the follow-up of the funding procedures/relationship with the donors.
- The importance of quality partnerships in a project application is often underestimated.
- Your organisations are too "formatted" to and dependent on EU funding, which keeps them away from doing projects exactly the way they would like to do, because they don't fit the "format" or priorities and are therefore rejected.
- Many times in the applications, organisations don't take the best out of possible opportunities available.

## Objectives

- Identify the organizational needs in terms of funding (prior to the training);
- Develop an understanding of the different funding schemes in the organisation
- Creating a fundraising strategy for the organisation;
- Create a basis and tools to attract possible private donors;
- Look into typical mistakes in the grant applications and reports, and at ways to avoid them;
- Give an overview of the 'dos and don'ts' in fundraising;
- Raise awareness about the importance of communication (quality/frequency) with donors before, during and after the project;
- Realise the importance of the whole partnership involvement in fundraising and co-funding.

## Contexts

In the world of NGOs – basically everywhere since almost all organisations depend either on different funding programmes or on private donors.

## Target audience

Persons responsible for funding and finances (e.g. financial manager, secretary-general etc.) in a youth organisation.

## Modules

- **Identification** – of the exact needs of the participants and their organisations in order to find the best possible funding schemes for them.
- **The essence of the project** – what has to be kept in mind when developing a project (idea or concept): put yourself in the shoes of the donors, set goals, identify measurable indicators, devise an action plan. Methods to develop an idea into a project.
- **The world of schemes and programmes** – overview of the main funding schemes based on the preparation, the (logical) connections between the strategy documents in different (e.g. the EU, national, regional, local, organisational) levels.
- **Fundraising** – what to do with private donors, how to attract their attention, what can (youth) organisations offer in return?
- **Follow-up and consulting/coaching** – consulting the development of the project ideas by the trainers.

## How can the PoT support you?

- Consultancy in the needs analysis;
- Provide international trainers;
- Provide supervision/coaching;
- Consulting in developing the training.

## Resources

- The European Foundation Centre has great tools on private foundations!
- As general advice from them:  
[http://www.efc.be/programmes\\_services/resources/Pages/Advice-for-grantseekers.aspx](http://www.efc.be/programmes_services/resources/Pages/Advice-for-grantseekers.aspx)  
<http://startingunydprograms.files.wordpress.com/2011/06/advicetograntseekersaugust2005.pdf>
- Grant writing:  
<http://newageklrz.com/media/Wiley%20Grant%20Writing%20for%20DUMmIES%203rd.pdf>
- Erasmus+:  
[http://ec.europa.eu/programmes/erasmus-plus/index\\_en.htm](http://ec.europa.eu/programmes/erasmus-plus/index_en.htm)
- European Youth Foundation:  
<http://www.coe.int/web/european-youth-foundation>  
[http://youth-partnership-eu.coe.int/youth-partnership/documents/Publications/T\\_kits/9/tkit9.pdf](http://youth-partnership-eu.coe.int/youth-partnership/documents/Publications/T_kits/9/tkit9.pdf)
- Europe for Citizens  
[http://eacea.ec.europa.eu/europe-for-citizens\\_en](http://eacea.ec.europa.eu/europe-for-citizens_en)

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## MORE INFORMATION

[www.youthforum.org](http://www.youthforum.org)  
[training@youthforum.org](mailto:training@youthforum.org)

Jo Deman  
[Jo.deman@youthforum.org](mailto:Jo.deman@youthforum.org)