**AI Bid Writer Template**

### The 1st column is the questions the funding bid writer will ask you; the 2nd column has ideas and suggestions, and the 3rd is for your responses. There are no hard and fast rules, but for those questions that ask for a narrative response, aim for between 50 and 100 words for each. Once you’ve completed everything, login to Charity Excellence, click the AI Bunny icon in the bottom right of your screen, then the Funding Bid button and paste in your answers.

### Before you begin make sure that you read the guidance [here](https://www.charityexcellence.co.uk/Home/BlogDetail?Link=Charity_Bid_Writing). Once you’ve completed your draft, you can click the [in-system bunny’s AI Help Finder](https://www.charityexcellence.co.uk/charity-ai-help-finder/) button and chat to him in any language. He can review your bid, suggest extra things you might include and change it, such as including other items, reducing it in length etc.

### **About Your Charity**

|  |  |  |
| --- | --- | --- |
| **Question** | **Examples & Ideas** | **Our Response** |
| What is your organisation’s name? | The name of our charity/community group/CIC is…..... |  |
| What kind of organisation are you – small, registered charity, volunteer-led community group? | If you're not registered, make sure to say that you have a constitution and trustees/management committee. |  |
| How big are you? | Something like, our annual income is ….  Or if you're newly set up, ‘We only recently formed and estimate that our income this year will be….’ |  |
| Who does your organisation support and where? | Make sure that the groups/location are eligible for the funder you are applying to and, if you specifically support any groups that are a priority for the funder, make sure to include this. |  |
| Write a short statement describing your organisation and the services/support it provides. | The funder probably knows nothing about you, so tell him/her about your charity, what you do and how.  If the funding bid is for an area/activity in which you have particular expertise, access or capabilities, include this. |  |

### **About Your Project/Activity**

|  |  |  |
| --- | --- | --- |
| **Question** | **Examples & Ideas** | **Our Response** |
| Why is your project/activity needed? | It's not about what you want, but what the funder wants and what your beneficiaries need.  What is the unmet need you will address?  You can use [Data Finder](https://www.charityexcellence.co.uk/Home/BlogDetail?Link=Charity_Data_Finder) to source facts and information to support this. |  |
| What makes funding your project so urgent and/or important? | There is huge competition for funding - what makes your project particularly urgent and/or important?  If there has been any recent media coverage, or research reports that make this issue topical or bring out its importance/urgency, you might reference these. |  |
| Tell me about any key dates and, if applicable, how long it will last. | Include any key dates, bearing in mind that many funders meet quarterly, or even annually. |  |
| Describe what your project will involve, how it will be delivered, where and/or by whom, including any partners. | Funders want to see that you have a practical deliverable plan that will address the need they fund, so give them the information needed to show that you do. |  |
| Outcomes are the difference your project will make – list these, including who will benefit, the numbers and how big an impact this will have on them. | Funders want to make a difference, so show them that your project will.  How many will benefit and how big an impact will this have on their lives?  Here's our [impact/outcomes resource](https://www.charityexcellence.co.uk/Home/BlogDetail?Link=Charity_Impact_Reporting_Toolkit) for more advice. |  |
| Will there be other benefits, such as impact on the wider community, helping you make the activity sustainable, or creating best practice that will be shared? | Your project may have wider, or long term impact as well.  For example, reducing anti-social behaviour in the local community or making a change in someone's life that will impact them for the rest of their lives. |  |
| How will you know/measure that you project has been a success and how will you report that to the funder? | That might be the numbers who benefit and/or feedback surveys, or some other measure of the change you will have made.  Funders like to hear about the impact they have, so will you produce a report, or write to them?  And will you recognise their support by including that on marketing materials, website or report or inviting them to your event? |  |

### **The Grant Funding You Need**

|  |  |  |
| --- | --- | --- |
| **Question** | **Examples & Ideas** | **Our Response** |
| What amount are you requesting? If it’s only some of the funding you need, write ‘A contribution of…’ | We are seeking funding of £3000, or a contribution of £500 towards the total cost of £3000.  If you've already secured some income, you might want to mention that to show others think your project is worth funding. |  |
| Provide a simple breakdown of what you will spend this on and the amount for each item. | Funders want to know what they will be paying for and that your budget is reasonable.  Include the main headings and amounts for each. |  |

### **The Finishing Touches To Make It A Really Good Grant Application**

|  |  |  |
| --- | --- | --- |
| **Question** | **Examples & Ideas** | **Our Response** |
| Is there anything else that will make your bid really compelling? | Have you won an award, achieved accreditation for an activity, work to a quality framework or hold a quality mark that helps to demonstrate the quality of your work?  What about facts/data on previous activities/years that shows just how effective you are?  Or perhaps that demand for your services has increased significantly or you have had really positive feedback. |  |
| Including a relevant quote can help to engage the funder and demonstrate the impact you have - include the name of the person or ‘anonymous’. | People give to people.  Do you have any quotes that show the impact you have on their lives?  Maybe, something like, Josh, who attended last year's event, said "It was absolutely brilliant, and I made lots of new friends". |  |

### **Before You Submit Your Application!**

**Ensure your draft bid is always reviewed by a human for.**

* **Tone/style/spelling, and to ensure.**
* **Factual accuracy and that.**
* **All relevant information has been included and.**
* **Ensure compliance with any funder instructions relating to AI.**

**Ian McLintock ½ Founder**

[ian@charityexcellence.co.uk](mailto:ian@charityexcellence.co.uk)

[www.charityexcellence.co.uk](http://www.charityexcellence.co.uk)

Version 2: Feb 2025.