



## Selling points of your project

- ★ **Your use of volunteers:** if people willingly give you some of their time you must have something in your favour. You may also give volunteers transferable skills and training opportunities.
- ★ **The involvement of users in planning / running the project:** show that you are not trying to impose your ideas, but that they come from the people who really know (the users).
- ★ **Your ability to mobilise support in kind:** show that you can get practical support from people and are not simply cash minded.
- ★ **Your ability to attract support from other sources:** in particular the statutory sector.
- ★ **Your financial security and sustainability in the medium and long term:** show that you are a safe bet.
- ★ **The proportion of funds you generate for yourselves:** self-help at every level is very attractive to funders.
- ★ **The support you get in membership or donations from the local community:** support from the local community is a strong point.
- ★ **Collaboration with other organisations:** show how you avoid duplication and overlap.
- ★ **Outcomes:** this is what will happen as a result of the work that you do. You will have to think about how you are going to measure the impact of your work before starting to apply for money.
- ★ **Significance:** Could your project have wider reaching significance? Could it be seen as a pilot or piece of research which would either impact on work in other areas or pave the way to attracting more money for a larger project?

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