



The Certificate in Fundraising Skills

How to Write a Trust Appeal Letter

Example of Course Tutor Feedback

1. Student Task: Having completed Module 4, you are now asked to write a 2 page Appeal letter to a Grant-making Trust for a **project of your choice**. If you don't have a project in mind then please feel free to use one of the scenarios provided. This exercise is normally the highlight of the course, helping you improve your bid writing and develop a real application for funding. Your tutor will provide you with constructive and detailed feedback to strengthen your letter.

2. Tutor Summary on how to improve your Trust Appeal letter

This is a good attempt at a draft letter for what is an interesting and worthwhile project. The idea of expanding a successful pilot project is very attractive to grant making bodies. You have a good writing style and have taken many of the learning points on board and applied them successfully. A very well thought through attempt, clearly articulated and written with the anticipation of questions the assessors may ask. The level of detail was totally appropriate to the requirements of the letter.

I particularly liked the project summary included at the start. This helps to make your project clear to the reader right from the beginning. And remember to put yourself in the Trustee's shoes and mention, at an early stage, how well your project fits with their objectives, as you have done here.

This should give you a useful template for future adaptation. Prior to submission to the grant making Trusts researched in Module 3, I would suggest you address the suggestions below.

Did any of the sections leave out vital information? If so, what?

Well done on telling the stories of your members and the difference that your project has made to them. This helps to bring the project to life for the reader and demonstrate the real benefit it has brought about. In your opening paragraph you refer to the success of the project, but do not explain how it has been successful. Although you go into this with a number of strong case studies later on, this first paragraph would have a stronger ending if you gave an example here also.

It is also good to see that you have evidence of demand from other areas; and a target number for the people that you want to reach. To strengthen your letter further you can add some measures of success. For example can you measure the distance travelled by individual beneficiaries in terms of confidence or stress? Will you have a target for numbers who choose to learn a complementary therapy?

Did you cover all aspects of costs and funding?

- *How much money you need and for what purposes*

Using a clear budget means a Trust can see at a glance what elements they are being asked to fund. You have made a good request for a grant using a tabular approach. The administrative costs are relatively high percentage-wise so I would recommend adding an explanation of what these costs include. Perhaps some of them are really project costs rather than "admin" for example

booking sessions and marketing? I was also surprised by the total amount for continuing the existing project – again a high percentage compared to the costs of setting up a whole new location. It would be useful to give a little more information to reassure the reader.

- *Which other funders you have approached and with what success*

It is very good to see other funding plans in place. As you have done here, when submitting this to Trusts, you would need to research whether they routinely award grants of this size. If not you may have to research and submit other applications.

- *If you will need funding beyond the period of the grant, where it is to come from*
What are your future plans for the programme, and its' funding?

What about the language used and your writing style?

Active language very good use of active language

Use of plain English good, with the exception of paragraph two, sentence three

Layout Very good use of bullets, headings and paragraphs

Short sentences good throughout

Was there anything in the Trust Letter that you didn't understand? If so, what?

What evaluation will take place to capture quantifiable benefits?

Were you able to find all the information you needed in the sections provided?

Yes with the exceptions given above.

If you were a funder, would you give the group money on the basis of this Letter?

Yes, though with this expanded programme I would like to see some before and after measures to capture the benefits to all, in addition to the excellent case studies collected.

With thanks, Victoria Ireland, the Fundraising Skills Team