

# Bid Writing

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## Course Summary

On this course you will learn what a funder wants to hear- and what they don't. We will look at the most effective language and structure to use, and spend the afternoon putting this into practice with your own project. For this module we have developed a fantastic resource pack, including case studies and language guides which you can take away and apply to your own bid writing.

## Aim

Participants are more confident, and have increased skills to prepare bids and applications to public grant making bodies, trusts and foundations

## Learning Objectives

The course will enable participants to

- Know how to prepare effectively for writing a proposal so you are able to respond to opportunities quickly and efficiently
- Understand how to evaluate whether or not to apply for funds
- Know how to write in an appropriate and effective style
- Understand what makes a successful application or bid
- Have experience of being an assessor and scoring an application

## Summary of content

- What does a good bid look like?
- When to bid
- Deciding whether to apply
- Bidding skills
  - Structure
  - Language and style
  - Consistency and completeness
- Practical tips (including how to respond to guidance provided)
- Applying for funding exercise
- Assessor Practice (Interactive practical example)
- Reviewing your work



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