

The National Archives

fundraising
for
archives



Bid Writing



Llywodraeth Cymru
Welsh Government

The National Archives

Bid writing

Fundraising for Archives



Llywodraeth Cymru
Welsh Government



The National Archives



Aims of Today

Today will have been a good day if I...

Contents

What is a bid

When to bid

Bidding Skills

- Structure
- Language and Style
- Consistency & Completeness

Top Tips

Assessor Experience

Reviewing your Work

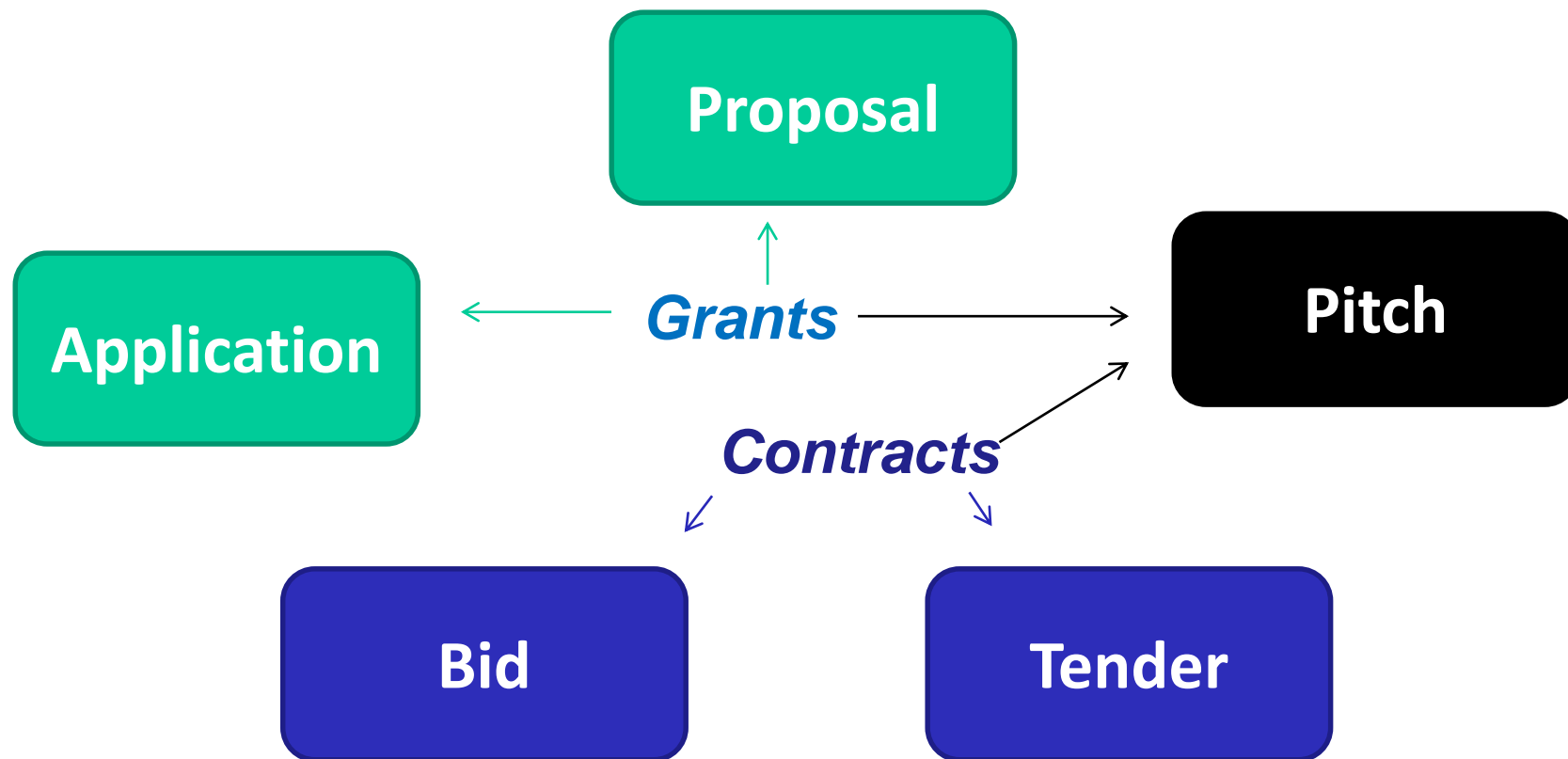
WHAT IS A BID?



Llywodraeth Cymru
Welsh Government



What is a Bid?



What is a Bid?

Your opportunity to tell a potential Funder....

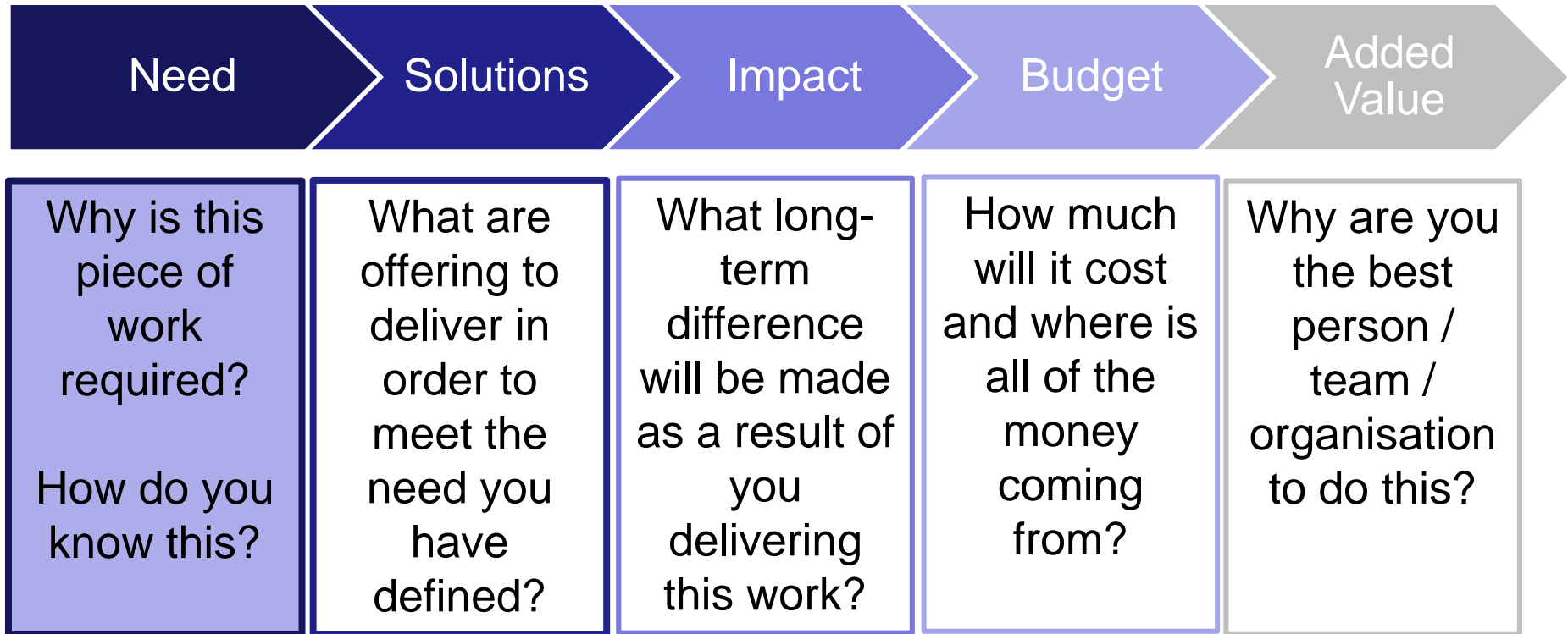
- Why the activity you are proposing meets the funders objectives
- What you are going to do
- What difference the activity make and why it is important
- Why your organisation is the best to deliver this piece of work
- What the long term impact of the project/activity will be



What does a 'good' Bid look like?

The WORST bid in the world.....

What do you include in a bid?



What do you include in a bid?

We collect and preserve both original and printed records of historical significance relating to the city of Birmingham, its people, its businesses, institutions and societies, dating from the 12th to the 21st century.

Hidden Lives Revealed is an exciting and unique resource for anyone interested in British social history. The website has something to offer if you are at school learning about the Victorians or even at university studying social work. Maybe you have an interest in Victorian architecture - or perhaps you'd just like to play the online [games](#) or download a [screensaver](#).

What does a good bid look like?



What does a good bid look like

WHY? Lambington RO ensures that records of cultural and historical significance are permanently preserved in-county.

WHY? Lambington vital archives are unique, contemporaneous records and so once lost cannot be replaced.

WHY? Archives are a witness to the past; our archive enables our community to undertake a wide range of roles, from enabling education to providing entertainment and leisure.

WHY? We have strong links in the local community; thus we can share the archive with interested parties.

WHY? We will be able to use our strong community links to work collaboratively with schools. We will use our unique archive to add texture and depth to the education of the next generation of Lambington.

Word Association

access **archive** around **artists** body
change choreographic collaborative collective
connections **creating** creative **dance** dancers
different digital document generation
getting **going** happened help history **idea**
interested learning library live looking list making
materials moment museum notes **people**
performance person **piece** presentation
process **project** questions really record
research room something space started
talk things **think** together **video** wanted
ways **work** years

WHEN TO BID



Llywodraeth Cymru
Welsh Government



When to Bid

What should you consider before putting pen to paper?

Does the opportunity take your organisation in the right direction?

Is there a good fit for your organisation?

Does the opportunity offer a good return on investment?

What is your capacity?

What is your organisation's past experience?

When to Bid

Is there a financial benefit to applying?

Will these funds help your organisation deliver on its overall aims and objectives?

Have you got the capacity to deliver the bid AND the project?

Are you the best organisation to deliver this service?

BIDDING SKILLS 1: STRUCTURE



Llywodraeth Cymru
Welsh Government







Structure

How was your day?

Today I went to the shops and bought some milk and a newspaper and then I went into the postoffice where I posted a letter. I bumped into my neighbor in there who told me about her new grandson which was lovely news then I picked up a parcel which was a present from my niece and was a lovely necklace. The day turned out really nice.

I had a really nice day today. After picking up some milk and a paper in the shops, I popped into the post office to send a letter and pick up a parcel from my niece. It was a present - a gorgeous necklace for my birthday.

I also bumped into a neighbour who I found out has just become a grandmother. Such lovely news!

So all in all, it's a lovely day so far!

Structure

Rules to remember...

Ensure you answer the question they are asking...

- Not the one you want to answer
- Nor the one you think they want the answer to

Answer all aspects of questions answered, ideally in the order they are asked

Use any guidance provided and cross check at the end

Structure

Rules to remember...

Plan your approach

- If not already provided, create sections and sub-sections to help you structure your document
- Use sub-headings to break up large sections of text to guide the reader
- Start with a clear summary and re-write this section at the end

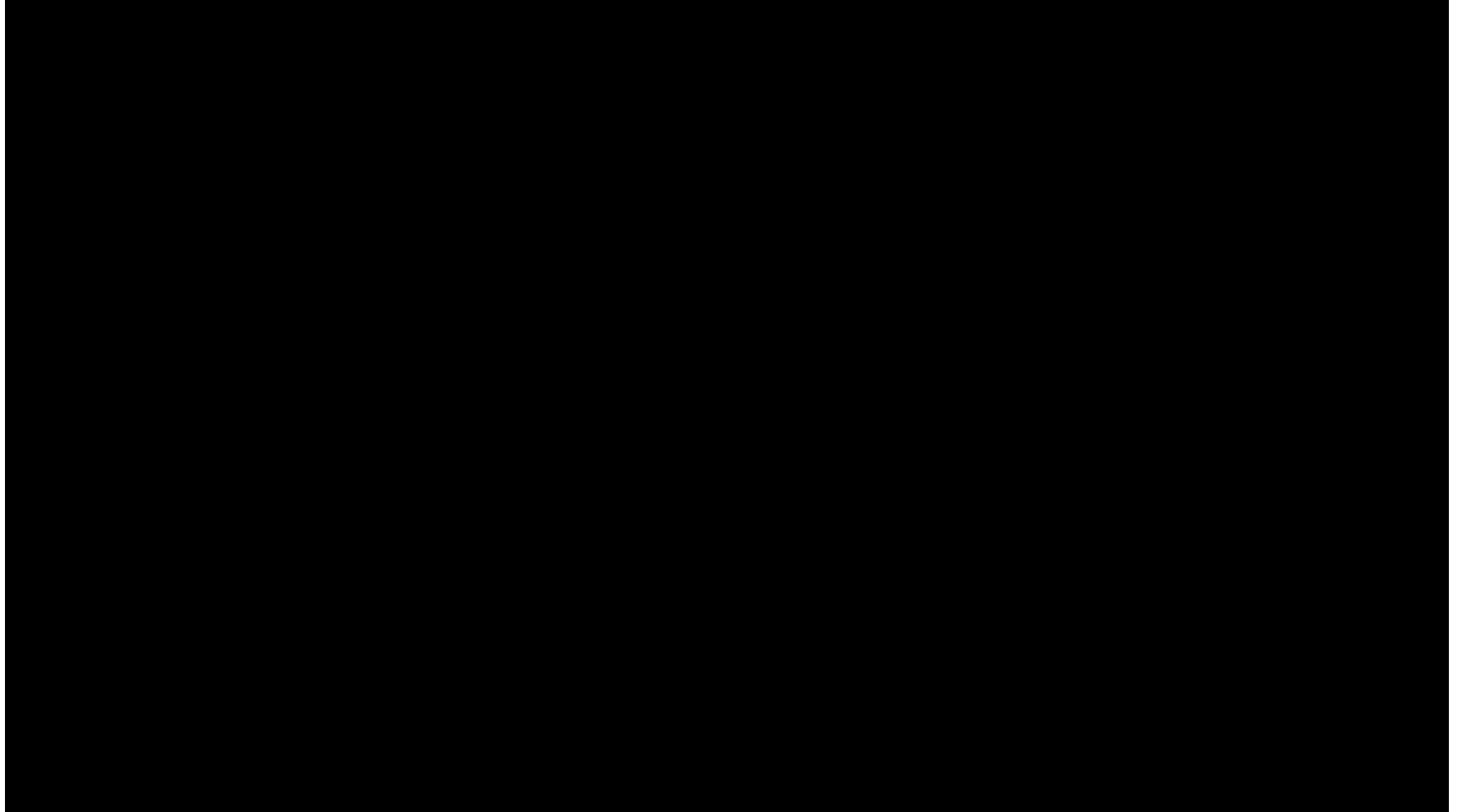
Minimise repetition

- BUT try and make each answer stand alone (don't cross refer)

Be careful not to exceed word or page limits if provided

BIDDING SKILLS 2: LANGUAGE & STYLE

The importance of language



Language & Style



Language & Style

Rules to remember...

Use appropriate and correct language

- Echo the funder's language and terminology
- Don't use internal jargon or abbreviations

Be specific and don't waffle!

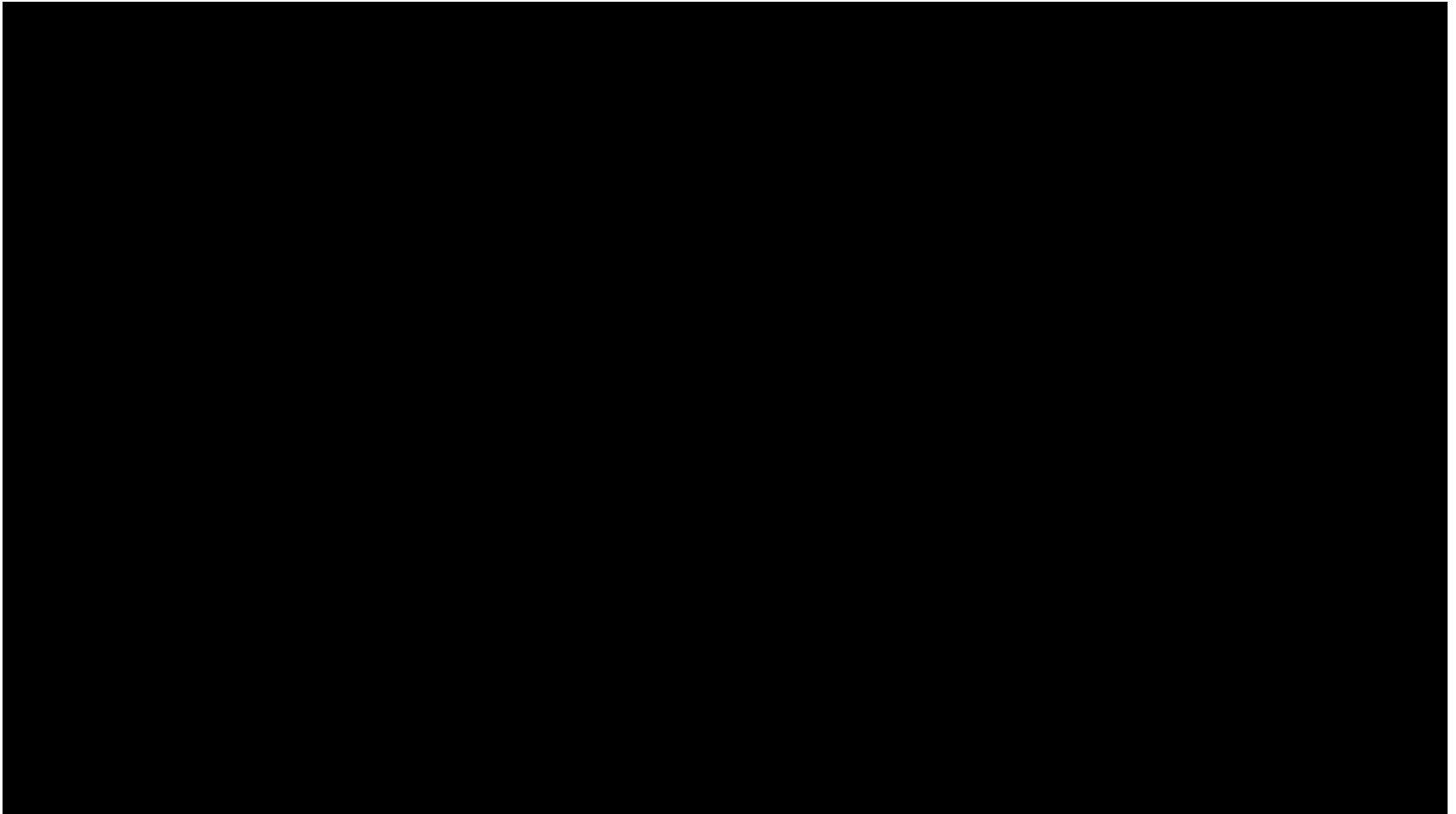
- Avoid generalisations or assumptions of knowledge (e.g. "it is widely known that....")
- Spell things out for the reader if you need to

Check spelling and grammar

Get someone external to your organisation to read your application

BIDDING SKILLS 3: CONSISTENCY & COMPLETENESS

Consistency & Completeness



Consistency & Completeness

Rules to remember...

Ensure consistency in language and style

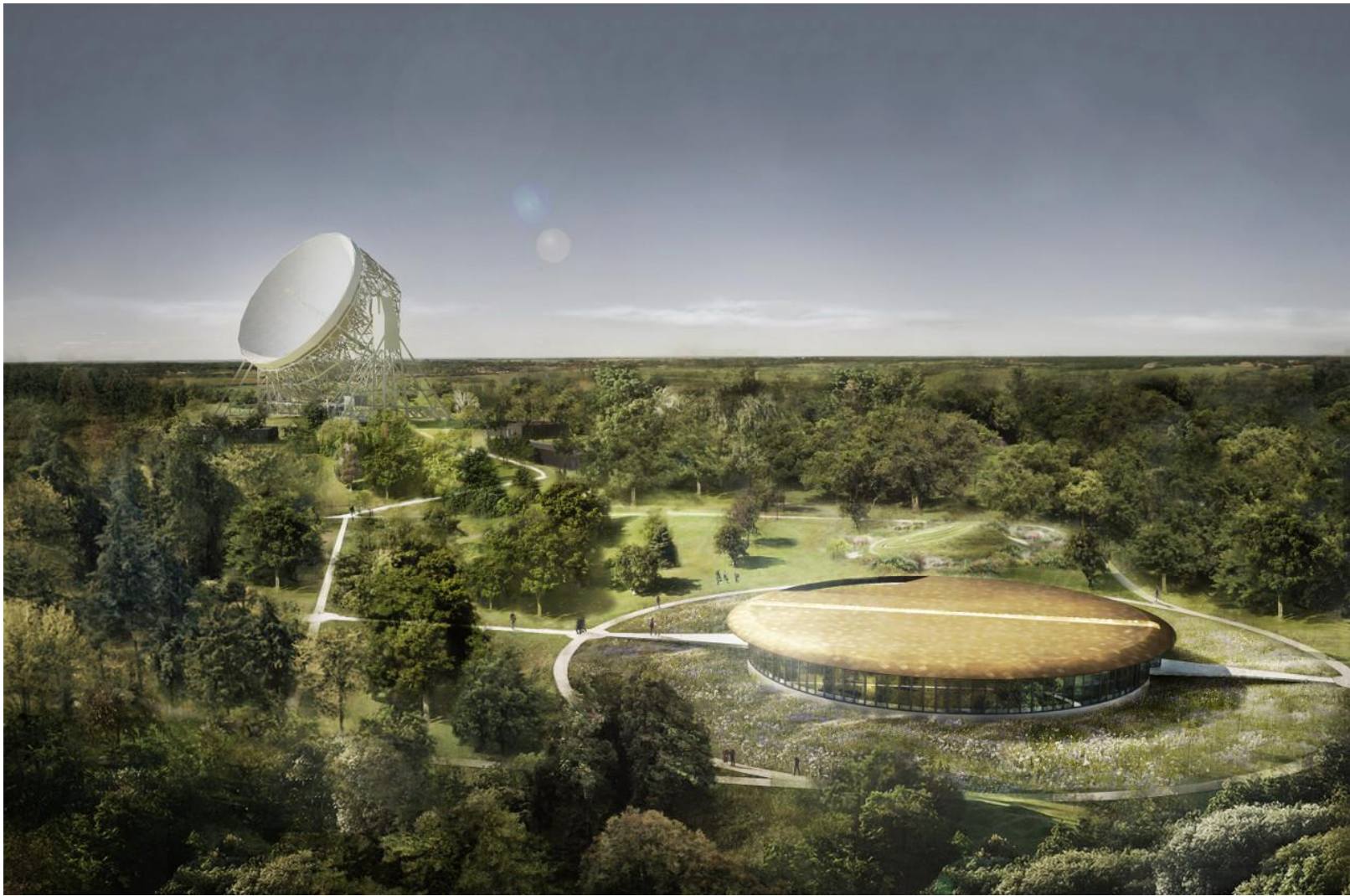
- Take care when 'cut and pasting'
- Minimise repetition

Use context to demonstrate wider relevance

- Highlight your skills, expertise and track record
- Use relevant data or documents which support your case carefully

Walk away – and come back later (allow yourself time to do this)

- Ask someone else to review your application (maybe someone with no knowledge of the project)



JODRELL BANK

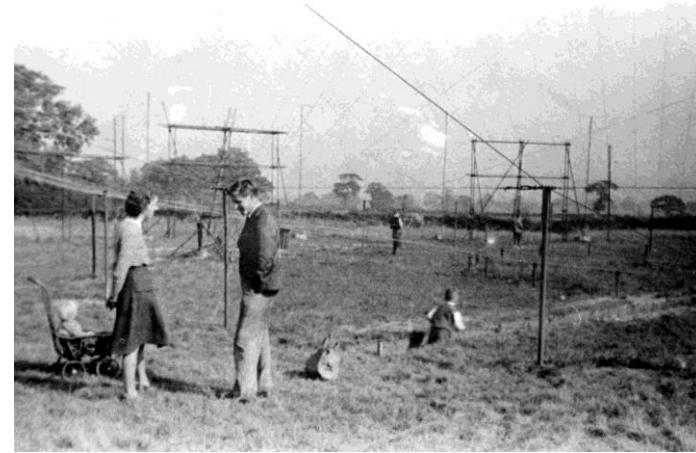


Llywodraeth Cymru
Welsh Government



Jodrell Bank Observatory

- May 2015 - received HLF support for a £12,147,200 bid for the 'First Light' project
- Project aims to conserve and restore the heritage of the Jodrell Bank site and create a spectacular new space in which visitors can engage with and learn about the journey to explore our place in the Universe
- Development funding of £784,800 awarded



Let's apply for some funding...



ASSESSOR EXPERIENCE



Llywodraeth Cymru
Welsh Government



Assessor Experience

The staff at the Deep Sea Charitable Trust have been inundated with applications and have asked for your help in assessing a recently received application for support.

Please read the attached application and provide a score, as well as any feedback for the fundraiser you think is appropriate.

As part of this you should consider the following:

- Whether all criteria have been addressed fully;
- Whether the text actually makes sense;
- Any other issues that may affect the quality of the application such as spelling, word limits, etc.

REVIEWING YOUR WORK



Llywodraeth Cymru
Welsh Government



Internal Review

Did the project meet the funder's overall aims and priorities?

Were you really the best organisation to delivery this work?

Did you offer value for money to the funder?

Did you offer the best product to the funder?

Did you demonstrate your track record to the funder?

Why bids fail....

... they don't answer the questions asked / provide the funder with the information they ask for

... they don't meet the criteria set by the funder as well as other organisations

... the writer assumes the reader knows about their organisation, project or even need for their work

... the person scoring the bid can't easily find the answers to the questions they want to know the answers to!

Why bids fail....

But also,

.... there was too much competition for funds

... something else similar, for a similar beneficiary group or in near geographic proximity has been supported recently by the funder

... the funder changed their mind about the number of projects of the sort you were planning they want to support

... the funder didn't have as much money as they were expecting to be able to give out

... the person marking the bid was having a bad day and your application was the 33rd one and the last of the day they read.....

Practical Review

What aspects do you think work well?

- Why?

What aspects do you think need more work?

List three practical things you are going to do when you get back to your desk...

THANK YOU



Llywodraeth Cymru
Welsh Government



The National Archives



Fundraising for Archives



Llywodraeth Cymru
Welsh Government