

COMMUNICATION CHEAT SHEET

For an organisation seeking to attract grants, effective communication can be a great strength. These points and suggestions will help your organisation to write clearly every day, and when applying for grants.

KEY POINTS FOR EFFECTIVE WRITTEN COMMUNICATION

- Include only one topic per paragraph.
- Keep paragraphs short.
- Ensure the opening paragraph sentence is the topic sentence.
- Use short, simple sentence structures.
- Omit redundant words.
- Use an active voice.
- Choose short words rather than long ones where possible.
- Make it quick to read, almost 80 per cent of readers scan.
- Avoid jargons.
- Be specific.
- Use headings and subheadings, and make them meaningful.
- Use bulleted lists.

SUGGESTIONS FOR WRITING GRANTS

- Describe what your organisation is about, your vision or mission.
- State exactly what you want to achieve with the grant.
- Make sure your information is specific, include times, dates and locations.
- State the audience you are trying to attract.
- Follow any provided budget examples for income and expenses.
- Make sure you show every part of your expected in-kind income, include all the volunteer hours you will use – at a rate of \$33 per hour.
- Attach all the right documents, bank details, quotes, insurance, etc.
- If possible, include evidence to show what you have done with previous grants.
- Have someone else proof read your application before submission.

"Say a little and say it well." Proverb