

Writing Appropriately in Funding Applications

- Write concisely. Don't waffle.
- Use short sentences.
- Avoid jargon (i.e. language which only people doing your work understand). Do not assume that the reader of your application knows anything about you and your work
- Don't use abbreviations and acronyms. .
- Use positive language e.g. *"We will...."* rather than *"We hope to..."*
- Use concrete words e.g. *"We run a gym club"* not *"We provide youth leisure activities"*
- Avoid *"unique"* (how do you know you are unique?) or phrases such as *"You will, I am sure, be aware...."* (how do you know what they are aware of?)
- Be specific - e.g.

<i>"We meet monthly"</i>	not	<i>"We meet regularly"</i>
<i>"20"</i>	not	<i>"several".</i>
<i>"An advice centre used by 200 people per week"</i>	not	<i>"A very busy advice centre"</i>
<i>"45 people attend each week"</i>	not	<i>"much valued by the community"</i>
<i>"ranked 2nd in the indices of deprivation"</i>	not	<i>"a most deprived area"</i>
<i>"a seminar for 25 councillors"</i>	not	<i>"a high profile event"</i>
<i>"We have a grant of £10,000 from the County Council"</i>	not	<i>"We have substantial backing from the local authority"</i>
<i>"We will increase our users from 20 to 40"</i>	not	<i>"We will grow our users"</i>