

Introduction to Application Writing



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Once you've found a funding opportunity you're eligible for, you will have to fill in an application form

All funders have slightly different formats for this, depending on their priorities and way of working

The goal of this workshop is to share general skills that should help you with almost all funders

1. Introduction to logframes
2. Writing your application

I. Introduction to Logframes

	PROJECT SUMMARY	INDICATORS	MEANS OF VERIFICATION	RISKS / ASSUMPTIONS
Goal				
Outcomes				
Outputs				
Activities				

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Activities: What will you be doing?

Outputs: What will be the result when you've done it?

Outcomes: What do you expect to happen after you've done it?

Goal: What is the ultimate goal all of this is contributing to?

Remember:

- The jumps between levels need to be realistic
- Think about the assumptions you're making

Activity:	Fundraising workshop for artists without (much) experience applying for grants
Output:	Around 50 artists have participated in the fundraising workshop and have a stronger understanding of how to apply for a grant to support an artistic project
Outcome:	Artists who participated are more likely to apply for and receive grants for their artistic projects
Goal/Impact:	There is more accessibility to resources for artists, and resources are distributed more fairly

Indicators

- An indicator is what you will measure to check how you did
- Not all grant applications will require this – pay attention to the language of the application
- Indicators can be on every level of the logframe – but the output and outcome should be the most important
- Effort to measure should be proportional

		Indicator	Source
Output:	Around 50 artists have participated in the fundraising workshop and have a stronger understanding of how to apply for a grant to support an artistic project	% of participants report a clearer understanding of how to apply for a grant.	Compare surveys before and after the workshop
Outcome:	Artists who participated are more likely to apply for and receive grants for their artistic projects	% of participants successfully applying for grants in the year after the workshop	Survey one year after the workshop

Breakout group (~30 minutes)

Get into small groups

Take turns explaining your idea to the group

Then together, pick one person's idea and write down:

1. At least **1 Output** and an **indicator** for it
2. At least **1 Outcome** and an **indicator** for it

Write down each of these outputs/outcomes/indicators in one sentence. Be as clear as possible.

If you have time – do the same with another person's idea

Break (20 minutes)



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2. Writing your application

The biggest issue we see in applications from inexperienced applicants is lack of clarity

An application can be unclear because it:

1. Doesn't have enough information
2. Has too much information (making it hard to pick out the key points)
3. Has the right amount of information, but it's in the wrong order
4. A combination of the above

The logframe tools we've learned will help you communicate clearly

Question: Short description of the project or activity for which funding is sought (max. 100 words)

The Monument Project is a long-term project rooted deeply in the interest in art as a platform for social emancipation towards solidarity with all forms of life.

Since 2015, this project has been evolving around the attempt to revitalize a monumental complex built in 1972 outside Novi Sad, Serbia – the Monument.

Through the story about the gradual neglect of this monument that reflects a shift in paradigm, and the initiatives and time taken recently by young people organizing around its revitalization, the goal is to emphasise the need for solidarity in today's individualistic societies.

For this next phase of the project, a production of a documentary film is envisioned that is to be made together with the community around the Monument. The film will bring together all the separate steps taken so far in this developing story in a coherent form, thus the message of solidarity might reach a wider audience and achieve a stronger impact.

Question: Short description of the project or activity for which funding is sought (max. 100 words)

The main purpose from the project is to do an ethnographic field trip, study and documenting any individuals, collectives, infoshops and anything related to zines and independent-publishing activities located in several cities in Java, Indonesia.

From the conversations and notes that have been collected through the journey, we are planning to publish a book that contains information related with the politics or tactics of the practice of independent-publishing and any radical ideas entailed to it.

Breakout group (~30 minutes)

Get back into your same groups from earlier.

Pick one person's elevator pitch from earlier.

Then try to write it down in 150 words and finally in one sentence.

Tips to keep in mind as you do this exercise: Put your most important point at the beginning. Use small sentences. Avoid jargon.