The Final Countdown

5

Last minute tweaks to your grant proposal before the submission deadline.

Quick Intro.

What are we even talking about?

Why does it matter for my proposal?

Before submitting your proposal for assessment make one final review of your document and try to find those 1% improvement opportunities that may prove to be the difference between you winning the funding or not.

Whilst its too late to introduce major structural changes to your proposal on submission day, it is always possible to make a few small tweaks, providing you know which tweaks are worth making and how.

No.1
Perform a hygiene check.

This is obvious, or should be. Do not let **silly and unnecessary** spelling mistakes or clumsy syntax errors take the shine off your magnum opus.

Although it shouldn't matter, **assessors are humans** and typos inevitably give off the feeling that the proposal is unfinished, and may thus impact your score.

If at all possible, ask an **external party** to review your content and help you identify any errors you may have missed.

No.2
Make your abstract sing!

Spend a few minutes improving your project abstract and make sure that it really **jumps off the page**. The project abstract gives assessors a first impression of your idea.

It is crucial that this first introduction captures their imagination. Write the abstract as a press-release which makes the reader **hungry for more**.

When writing the abstract, do not be modest: **be bold.** Use attention grabbing – even provocative – statements that leave assessors in no doubt that your project must be funded.
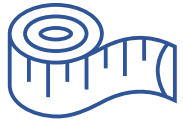
No.3
Check the scope, again!

Just make sure you have **explicitly addressed every "ask"** in the competition scope. Ideally your consortium has frequently visited and reconfirmed project scope during the proposal development.

When addressing the scope in your proposal, try to **reuse the language and terminology** found in the competition documentation so that the assessor can easily find themselves and tick off your eligibility.
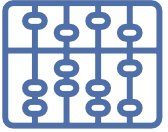
No.4
Better to say it simply.

Simple is beautiful. Always use the final hours to skim through key proposal passages and **challenge yourself** to see if the current text cannot be simplified further.

Avoid unnecessary jargon if it can be helped, critically assess the value of any superlatives, and ensure you are not repeating yourself anywhere.

Adopting this approach will reduce your proposal's overall **word or page-count**, hereby helping you stay within the given limits.

No.5
Leave time for beauty.

Up until this point you have probably been focusing on developing grant-winning bid content rather than what this text may **look like when displayed** on a computer screen.

Use the remaining time you have to **review the aesthetics** of your bid, e.g. consider how the use of different fonts and colours can help pull assessors to critical pieces of information.

You may also consider **inserting a graphic** or two. Before starting the beautification, double check the competition rules to make sure such **design interventions are permissible**.

THE
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BOX
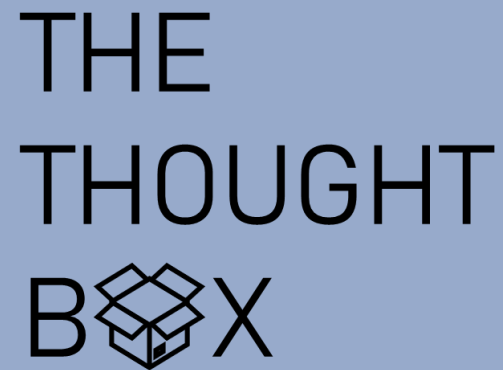
THETHOUGHTBOX is an online collection of easy-to-digest tips, tricks, and tools for improving your next grant proposal application.

THETHOUGHTBOX content distils real-world experiences made by BOR&BAR consultant and guest contributors into bite-size actionable insights.

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BOR&BAR helps public & private organisations successfully engage with grant funding programmes.

In the last 2-years we have helped clients secure more than EUR 21 million in grant funding for their ground breaking projects.

From our Berlin office, our team of international consultants cover all major regional, national and European funding programmes.

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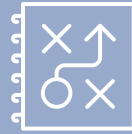
Design and implement grant acquisition strategies.

Identify and qualify the most suitable grant programmes.

Deliver tailored training on grant writing & pitching.

Articulate 'investment worthy' grant applications.

Provide actionable feedback on your draft grant proposals.

Offer intelligence on customer and competition activities involving grants.