

Tips for successful applicants

If you are successful in securing ClubGRANTS funding, remember that there may always be a next time. This is a list of ideas that can assist successful applicants in fostering a strong relationship with their local clubs with a view to securing future funding.

1 Say 'thanks'

The first suggestion is a pretty simple one, but it is surprising how many groups don't say thanks when they receive funding or any other type of support.

Say 'thanks' and consider sending a formal 'thank you' note to the club – when you send out the tax receipt, for example, or with the next update or e-newsletter you distribute.

2 Attend the cheque presentation

Most clubs hold a ClubGRANTS cheque presentation.

Cheque presentations provide an opportunity for face-to-face contact with your club directors. Sending a representative of your organisation to accept a cheque from the club is an important way to show your appreciation and will allow them to put a face to a name. This can assist in securing future funding.

3 Keep in touch

An important part of effective donor relations is to keep clubs in the loop.

Communicate with clubs across the year with newsletters, email updates, invitations, reports and notifications – even after the funding has expired.

Consider providing the club with updates on any work to which they have specifically offered support. If clubs have taken the time to support your work,

telling them what their support is helping you achieve makes sense – and could encourage further donations.

Remember your clubs when sending out invitations to your events. Sending an invitation to clubs shows them you appreciate their efforts and gives them the chance to 'be a part of the team'. There is also the opportunity for improved media coverage at launches, tours and other events.

4 Earn their trust

We all know the importance of trust in retaining grantors, but in reality it is also a show of respect to those who support you.

Remember, clubs consider trust to be an important influence on their decision to give. It's all about building and maintaining meaningful relationships. Honest, transparent and responsible behaviour will help you achieve this aim. Great groups will attract and retain grantors and supporters due to the good reputation they build.

Having a strong record and strong relationships will make it easier to obtain funding next time.

5 Spread the word

It's one thing to thank clubs for the support they provide, but it's more powerful still to inform others of their support.

Issuing media releases, writing letters to your local member of parliament and to the editor of your local paper highlighting the support of the club and how it has made a difference is a great way to show appreciation. Groups may also consider using social media platforms such as Facebook, Twitter or Instagram to express appreciation.

If you have an enquiry related to closing dates or application forms, please refer to the Find Your Grant Round page on the ClubGRANTS website or contact the relevant club or local committee convenor.

Questions about these guidelines and other website related matters can be directed to the ClubsNSW Member Enquiries Centre on 1300 730 001.