

The Dos and Don'ts of Submitting a Funding Application

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My expertise

- MBA in eBusiness;
- Federal civil servant since 2006;
- Worked in the field of strategic communications and public relations;
- Taught marketing, media relations and public writing;
- Subject Matter Advisor for the Documentary Heritage Communities Program since its beginning.

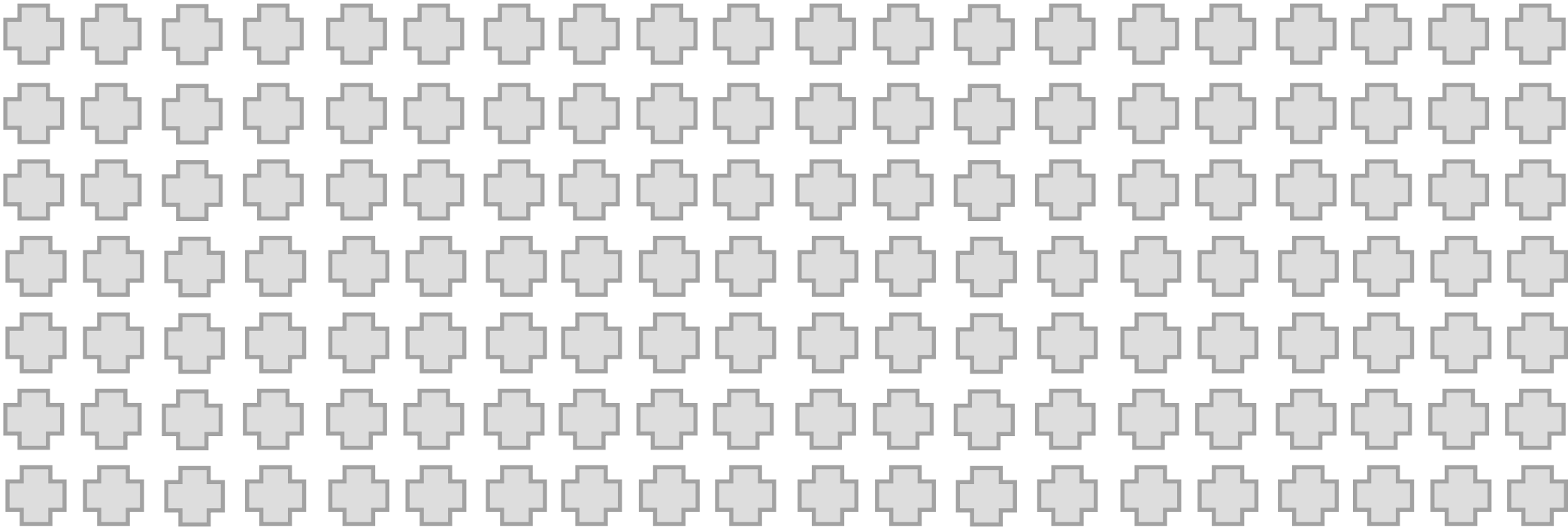
Simplicity, simplicity, simplicity

Everything should be as simple as it can be,
but not simpler

Albert Einstein
1933

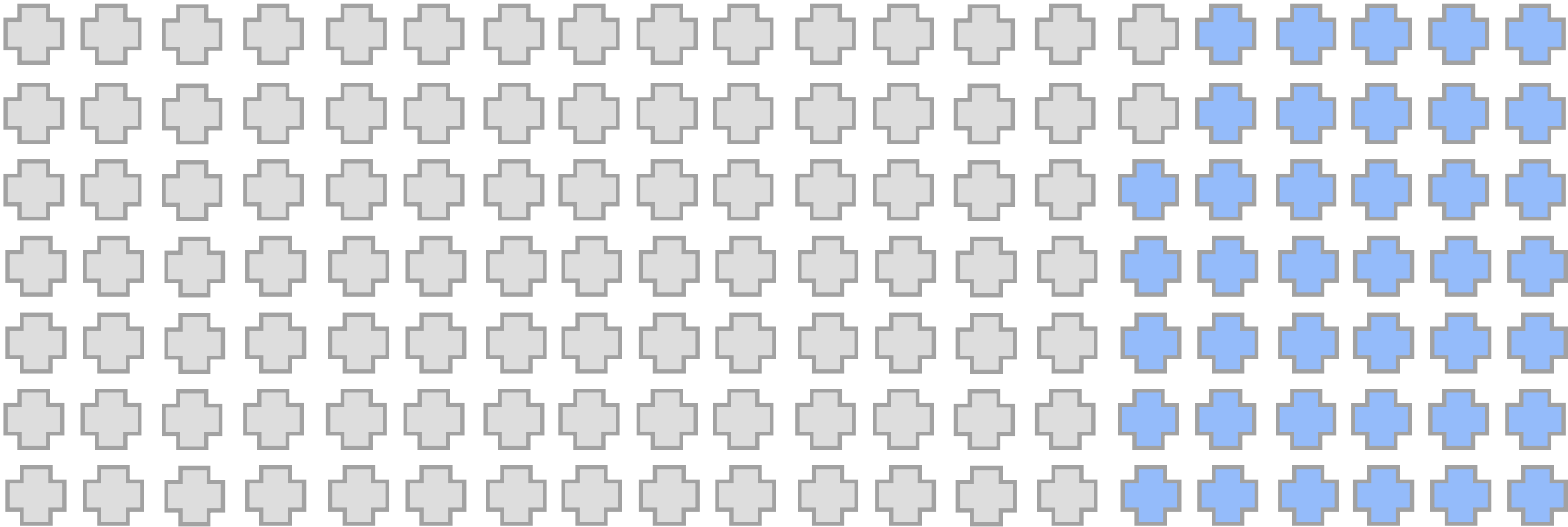
A funding application is:

A competition



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Therefore, a funding application is:

A vulgarization exercise

A synthesis effort

A marketing action

Most frequent strategic errors

Summary of the project
Evaluation - Accountability
Budget - Timeline

Summary of the project

- Too long
- Unclear
- No vision
- Not involving the right people

Evaluation - Accountability

- No accountability
- No project management or oversight
- Problem with performance indicators

Budget - Timeline

- Wrong level of detail
- Incorrect cost evaluation
- Unrealistic timeline

The final word

KISS Principle:
Keep it simple st*p*d

Kelly Johnson
1910-1990

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