



APPLICATIONS

2016 TABLE HOTSPOT RESOURCE: HOW TO CUT DOWN ON THE NUMBER OF INELIGIBLE, IRRELEVANT OR POOR QUALITY APPLICATIONS



Grantmakers highlighted the need for genuine interaction with grantseekers throughout the application process as key to addressing this problem.

“You have to have clear policy and guidelines. What you do support and what won’t be considered should be very clear from the outset.”

“There is an argument that grantmakers could make it a pre-requisite for applicants to contact them before starting a submission.”

TOP TAKEAWAYS

- Provide applicant workshops or information sessions before your program kicks off.
 - Consider filming or streaming the session for those who live remotely or cannot attend.
- Clearly define guidelines for applicants and assessors so everyone is reading from the same playbook.
- Encourage feedback and provide coaching or training for unsuccessful applicants. Find a balance between helping them with the application process and writing it for them.
- Promote your grants rounds to the applicants you wish to attract. Work with relevant media, tap into peak bodies and engage community leaders to aid these efforts.
- Human interaction is important, as is understanding your community’s make-up. Consider whether the quality of applications you receive is affected by:
 - Gender bias
 - Age
 - English as second language
 - Poor education.
- Don’t reward bad applications:
 - Grantmakers need to manage their reputation; you don’t want to be known as an easy mark.
 - Just because you have money doesn’t mean you should give it all away to mediocre applications.