

# How to Make a Successful Application for Funding

## Your objectives

Are to positively engage local communities in organ donation, address myths and barriers, and increase support for organ donation amongst black, Asian or minority ethnic communities

## Know your subject

Find out everything you can about deceased organ donation. For example,

- The need for organ donors
- When organ donation is possible
- How organ donation takes place
- What the NHS Organ Donor Register is
- Why talking to the family is so important etc

Make sure you understand what the current system is and what any changes to legislation will mean for people in the country where you are looking to carry out your project. Take a look around our website to find out more [www.organdonation.nhs.uk](http://www.organdonation.nhs.uk)

## Know your audience

It's likely you already work with black, Asian and minority ethnic communities so demonstrate that you know all about them. Tell us what makes you the most appropriate organisation in your area to deliver this project. Check out our website for the latest reports on organ donation and black, Asian and minority ethnic communities and understand what motivates or prevents them from donating their own, or their loved one's organs.

## Put your subject and audience together

Understand the issues that people from black and Asian communities face regarding organ donation. Ask why there is less knowledge in these communities and how that might be addressed. Find out why donors from the same ethnic background are important. Be able to present your ideas to encourage more people to consider donating.

## Find the deeper insights

Once you know what the issues are that can prevent people from black, Asian and minority ethnic communities from donating and why they should consider it, find out what their motivators and barriers might be. Many people think their religion prevents them from donating, but have a look at our website, is that really the case? What myths can you bust and what reassurances can you weave into your conversations?

## Where are your audiences

You know who to speak to, and what their questions might be but where are they? Would a local Gurdwara, Church or Mosque (etc) be the best place to chat, or are there other venues that are used frequently by a wide range of the people you want to speak with? Do they have any online communities you could post in online, or regular groups you could visit and hold a talk with?

## Set your objectives - make them SMART

- Specific – state exactly what you're going to do (eg get people from the Asian community to register as organ donors)
- Measurable – be able to measure in numbers (eg get 100 people from the Asian community to register as an organ donor)



**Yes I donate**  
ORGAN DONATION



## Blood and Transplant

- Achievable - ambitious but grounded in reality (eg encourage 100 people from the Asian community to register as an organ donor by organising 4 events and distributing 500 leaflets)
- Realistic – with your resource and funding (eg encourage 100 people from the Asian community to register as an organ donor by talking to the community about their myths and barriers and why we need to increase support for organ donation)
- Time bound – set a deadline (eg encourage 100 people from the Asian community to register as an organ donor by March 2019)

### Develop your strategy and tactics

You need to map out where you are now, where you want to get to and how you will do that. Include timescales so it's clear what you will do in month one, month two etc. Can you engage any topic experts such as clinicians, or people with experience of donation such as a donor family or patient to come to an event? You may also want to work out what materials and content you need to deliver your monthly targets. Use your experience and evaluation in previous engagement with these key audiences to devise a workable strategy. Have a look at our YouTube channel (<https://www.youtube.com/user/nhsorgandonation>) and our Promoting Donation Hub (<https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/>) for lots of materials you could use.

### Budgeting

You will need to carefully consider how much you want to apply for. The application form you need to use will depend on this. You also need to be clear about what country you are applying for money from, whether this is England, Wales or both England and Wales so it is clear whether funds need to be allocated from the £115k approved budget for England or the allocated £20k for Wales if your application is successful. If putting in an application that covers both countries be clear in your application what proportion of work will be happening in each country.

When working out the costs of the projects, think about the things that will require expenditure. Some of the things you might need to pay for could include training costs, volunteer expenses, equipment, event costs, transport etc. We can provide standard registration leaflets and merchandise that is orderable from [www.nhsbtleaflets.co.uk](http://www.nhsbtleaflets.co.uk) but if you need anything else you might need to build this in. Outline the costs required so the panel can clearly see why the investment is needed, where you are repurposing assets and finding low cost opportunities.

Remember that if you propose to use any monies from a successful bid to employ a post or contribute towards staffing costs, NHS Blood and Transplant will not undertake any employment liability for these posts. All liability remains with the applying organisation.

### Consider how you will evaluate what you've done

You will need to provide quarterly reporting (depending on the size and length of the project) and a final report at the end of the project demonstrating the benefits delivered and performance against the expected benefits outlined in your application. If you track your success as you go, the final report will be easier to compile. Remember to take a snapshot of the situation before you start, so you can see how successful you've been. All Government communicators use the Government Communications Service tools for measuring success of their activity, You can find this here:

<https://gcs.civilservice.gov.uk/guidance/evaluation/tools-and-resources/>

You can also find out some information about measuring organ donation campaigns here:

<https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/tips-and-guidance/measuring-your-organ-donation-campaign/>

## Judging criteria

All applications will be scored against [weighting criteria and matrix](#) so in order to be successful it is really important that you cross reference with this throughout your application. Make sure your application covers off what we are looking for.

## Application workshop

To support bidders with their funding applications for the new Community Investment Scheme, NHS Blood and Transplant will be holding a free workshop.

Date: Thursday 13 September  
Time: 10am – 2pm  
Venue: Herschel Conference and Meeting Room at Mary Ward House,  
5 - 7 Tavistock Place London, WC1H 9SN.

To reserve a place, please email [community.funding@nhsbt.nhs.uk](mailto:community.funding@nhsbt.nhs.uk)

It is not essential to attend the workshop to put in an application for funding. All information provided within the workshop will be made available on the website afterwards.

## And don't forget:

- There is a free workshop to support you with your funding applications on **Thursday 13 September, 10am – 2pm in Herschel Conference and Meeting Room, Mary Ward House, 5 - 7 Tavistock Place London, WC1H 9SN**. To reserve a place, please email [community.funding@nhsbt.nhs.uk](mailto:community.funding@nhsbt.nhs.uk)
- Be clear, and concise, limit the use of abbreviations and acronyms and make sure they are defined in full at first use.
- Answer every question, do not leave any sections blank.
- If you need to attach appendices, make this clear in the question and ensure the appendices are clearly marked with the question they refer to.
- Use evidence to back up your answers.
- Demonstrate you have clearly understood what is required, and what you are bidding for.
- Proof read the application, for spelling and grammatical errors.
- Do not assume the judging panel are familiar with your organisation, tell us about you.
- Keep the review criteria in mind when writing your application.

Any questions relating to the application form or process please email [community.funding@nhsbt.nhs.uk](mailto:community.funding@nhsbt.nhs.uk) and we will do our best to help you.