

## Handout 1: Tips For Writing Better Fundraising Applications

### Do:

- Write for the reader
- Keep it short and simple
- Make it clear and logical
- Keep cross referencing to a minimum
- Write in shorter sentences
- Vary the length of sentences to avoid monotony
- Not always use a verb
- Use shorter rather than longer words
- Make every word work for you

### Improve readability

- Write shorter paragraphs
- Use bullet points to break up long sections of text
- Use headings and sub-heads
- Space lining 1.5
- Consider font and font size
- Use words to make an important point  
(no *italic*, **bold**, underlining)

### Don't:

- Use jargon
- Assume knowledge
- Make bland assertions
- Over-use superlatives
- Use inflammatory or controversial words
- Use tautology and metaphors
- Use redundant information
- Use three words where one will do
- Shift fundraising responsibility