Making a Case Planning Template

**In our session we focused on finding clarity in the narrative of your project or creative identity. We looked at provocations that will help align your intentions with your partner’s to develop two-way, meaningful relationships.**

**The Making a Case Planning Template is a tool that can be used to guide your research and rationale for approaching future partners about your project.**

**The purpose is to serve as a guide and tool in planning and managing a successful relationship with a potential funders and supporters of your project.**

**Using a plan helps to ensure that your thinking is always ‘live’ and moving in purposeful/strategic direction.**

Project name:

Potential funder / commissioning organisation:

Link to funder / commissioning organisation’s website:

Potential proof readers:

Date of last review:

**A Relationship Summary**

*Provide a brief summary here of the background of your relationship with the organisation. Have you received funding from this organisation before? Do you know an artist or individual who has?*

*Can you identify any patterns / preferences in who they support?*

**Who Do I Know Who Can Help Support My Application?**

*List here any key influencers or people you feel could help you to build this relationship. Who has applied before? Who can read your application?*

*Get on the phone to find out more information and to start building a relationship with the partner where you can.*

**What is the Funding Criteria?**

*Copy and paste the funding criteria here including application questions and submission deadlines.*

*Summarise here the key information that influences your approach, based on your own conversations with the potential funder, and other information available, such as from research or conversations from your supporters or key influencers.*

*What are the key words used? How can I echo the same language in my application?*

**How Much Money Can I / Should I Apply For?**

*What will be the approximate cost of the budget? What is the average grant amount awarded? Can I focus the ask on a specific section of the budget?*

**What Activity Am I Applying For? In What Ways do I, and My Activity Fit This Funding Criteria?**

*Are you eligible?*

*Summarise here your thinking on what project/priority is likely to be presented. Provide a commentary on why the project is most of interest and what particular aspects might most enthuse the potential funder / organisation.*

*Carefully consider how your activity will be managed so that the partner (producer, project manager, artistic mentor, production manager) to demonstrate you have credible support to deliver you activity.*

*Answer every question.*

 *Be realistic but don’t be modest.*

**Next Actions**

*This section serves the purpose of mapping out your next moves.*

*Is it time to submit? Should I give them a call?*

**Useful Links**

https://[www.artscouncil.org.uk/sites/default/files/download-file/ACNLPG\_supplementary\_note\_31July\_2020\_0.pdf](https://www.artscouncil.org.uk/letscreate)

[https](file:///Users/fuel/Desktop/https)[://www.artscouncil.org.uk/letscreate](https://www.artscouncil.org.uk/letscreate)

https://[register-of-charities.charitycommission.gov.uk](https://register-of-charities.charitycommission.gov.uk/)

<https://www.grantsonline.org.uk/news/arts-culture-and-heritage>[/](https://www.grantsonline.org.uk/news/arts-culture-and-heritage/)

https://[www.helpmusicians.org.uk/creative-programme/funding-wizard](https://www.helpmusicians.org.uk/creative-programme/funding-wizard)

<http://www.artsjobs.org.uk/arts-news-listings>[/](http://www.artsjobs.org.uk/arts-news-listings/)