

Tips for successful fundraising

1. Before submitting an application

First, clarify whether the institution or person you want to write to actually supports your institution respectively your type of project. A search on the Internet will help you with this. If you are unsure, a telephone call can provide clarification and save time.

You should be able to answer these questions before approaching private sponsors:

- What is your project about and what is your goal?
- Why is your project unique?
- What excites you about your project?
- What could inspire others about your project?
- Why is your work important?
- What contribution does your project make (to society/science)?
- What does your financing plan look like?
- What is your timetable?
- Who shall help you and what kind of support are you looking for?
- Where is the project affiliated (faculty/department/discipline) and is/are they aware of your project?
- Have all other usual funding institutions (e.g. SNF, EU, University of Basel research fund, etc.) been considered in advance?

Allow sufficient time for the entire process. It is not unusual for six months to a year to pass between the initial enquiry and the commitment and disbursement of funds.

2. Preparation of an application

Most funding bodies nowadays have their own application forms, which you should definitely use. If you are formulating your own application and approaching a private funding body for the first time, the trick is to mention everything important and still concentrate on the essentials. Applications that are too long risk causing resentment on the part of the recipient and being perceived as unprofessional. The lack of important information in turn makes it more difficult for the funding body to make an initial preliminary decision. The application should also be understandable for laypersons, which does not mean that all technical terms have to be translated and complex relationships explained in detail. However, it helps, if the recipient generally understands what your project is about and does not need to be an expert in your field.

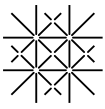
Including the cover letter, an initial application should be no more than four to six pages long. A complete application comprises the following five parts:

1. Cover letter (1 page)

- Describe the most important points of your request clearly and comprehensibly in a short letter including the main goal of your project
- Formulate the core message as enthusiastically and convincingly as possible!

2. Who are you? (1 page)

- Introduce yourself with a short biography
- Emphasize your qualifications (if applicable with collected reviews)



- Describe the location of the project in your own CV or within your field of activity at the institution.
- Enter your personal details (name, address, telephone, e-mail)
- Alternatively - if more suitable for the project - the institution (e.g. department, institute) as a whole can be presented, including its competences, successes and researchers. If available, a flyer/brochure can be enclosed

3. Project description (1 to 2 pages)

- Give the most important dates and location of the project/proposal
- Describe your project precisely – but be sure to concentrate on the essentials
- Describe it realistically and yet enthusiastically!
- What are your goals and who is your target audience?
- What impact do you want to achieve and how do you ensure the sustainability of your project?
- Describe why your project is absolutely worthy of support. What would happen, for example, if you did nothing?

4. Budget and financing plan (1 page)

- Provide a precise, plausible cost estimate as an overview (list of budget items). Include an infrastructure contribution of 20% (overheads) in your budget
- What is the amount to be donated by this funding organisation?
- Are there other sources of funding (secured, requested or planned) and which budget items are to be covered by them?

5. Time planning (integrated in project description or budget plan)

- Specify initial milestones with planned dates.
- Illustrate the planned duration/running time of the project.
- Date the planned end of the project.
- Announce to provide regular (e.g. annual) project and financial reporting to the funding body.

3. After the funding is before the funding

Think early on about how you want to inform acquired sponsors about the status of the project and plan to maintain continuous contact. Primarily use existing resources: You can invite sponsors to annual events organized by your institution. Publications, annual reports and newsletters are also read with pleasure by sponsors.

Remember: it is much more time-consuming and cost-intensive to find and win over a new sponsor than to encourage an existing sponsoring partner to make a further commitment! Thanks, information, transparency, honesty, respect - and thanks again - are the basis of a long, successful partnership!