

TRUST FUNDRAISING QUESTIONS: 5 WHY YOU



THIS ONE PAGE WONDER IS PART OF THE TRUST FUNDRAISING QUESTIONS SERIES WHERE WE ANSWER QUESTIONS FREQUENTLY ASKED BY TRUSTS. FURTHER FUNDRAISING MATERIAL IS AVAILABLE AS VIDEOS, REQUEST 'ON DEMAND' FROM BVSC.

WHY IS YOUR GROUP BEST PLACED TO DO THE WORK?

Gauge what the Must Haves and Would Likes of the funder are and consider which of the following might help your answer.



The question asks why your group is the best placed to do the work, so what is your Unique Selling Proposition (USP)? Lead your answer with ways in which you are uniquely placed to meet the needs faced. More about writing your USP can be found [here](#).



WHY YOUR GROUP MIGHT BE THE BEST

We are the only organisation...	Workers are special because...	The quality of our work is clear because...	We have a great track record shown by...
doing the work in this geographical area	they are local, so...	stakeholder feedback is positive	how long we have been around
doing the work with this group of people	they are people with lived experience, so...	we have won X award	outcomes/impact statistics
doing the work in this way	their qualifications/experience is...		outcomes/impact narrative

BASIC SAMPLE ANSWERS

Unique
Charity X is the only youth group based on the XYZ Estate reaching 13-17 year olds to meet safely whatever the weather, whatever their race, social status or religion. We are the only youth provision in the borough directly supporting young people into volunteering and are the only provision in the borough to have achieved Bexley Volunteer Centre's Valuing Volunteer Award at the highest Gold level.

High Quality
This gold standard is just one mark of our quality. All staff have relevant relevant qualifications, checks and training. Biographies on each are available at [www.pretendwebsite.com](#). Volunteers are inducted and trained in their roles.

Successfully Achieving Outcomes
Previous funders have commented on our 'outstanding' ability to reach and report on outcomes. Our previously successful bid with you achieved all of its outcomes.

In summary our successful, quality service is the only one in the area and therefore best placed to deliver the outcomes that the ZZZ Trust are seeking.

Ideas about how to answer

- Lead on your USP.
- Subheadings break up text and make it easy to see the primary points. (However for some online forms the format bunches up the words so you can number headings to make it clear they are headings).
- If space allows add other reasons that differentiate you from other work and provide evidence of quality and success.
- Link to how your group meets their requirements. For instance, if they are prioritising groups working in partnership then how is your group the best for this funder?

NOT FEELING YOUR 'BEST'?

It can be uncomfortable if you feel you are bragging about being the best group. However, in the context of where your group works, then if you are best placed to do the work then above are some ways to explain why.

If you do not feel best placed to do the work then is this down to needing to explain your group better, or the need to adapt your work to become the best? [Bexley Voluntary Services Council](#) may be able to help. Accreditation can also help, for instance find out about Bexley's [Valuing Volunteer Award here](#) to see how you can prove you're working to best practice with volunteers. The bronze level is completely free!

WHAT NEXT?

- Check out the other trust fundraising questions on the Resources part of the website.
- Add your answer to your Funding Hub document so that you build a library of answers which can be adapted for the next application.
- Funding Hub document: [www.bvsc.co.uk/resources/funding-hub-document](#)