



purposeful profitable partnerships

Step 3 Tips for a Great Submission Read Third 5 October 2017

TIPS FOR A GREAT FOR SUBMISSION

The most wonderful part of our job is to help a company invest in a charity, but it also comes with frustration. Each time we seek submissions from the NPO sector for our corporate clients we notice the varying quality of submissions. A few are excellent, most are good & some are just, well, plain awful. So, whilst we know your submission will *not* be one of the plain awful ones, it's worth reading this to avoid the most common mistakes and ensure that you put in your best submission. Thanks for your understanding

Attributes of excellent submissions

The author of an excellent submission understands that they are not writing a detailed government grant or proposal; rather, they are crafting an enrolling submission which clearly conveys a partnership concept with some specific examples. An excellent submission will:

-  Meet all stated criteria (if your organisation does not meet the criteria and you put a submission in anyway, that is not useful to us and it presents your organisation in a poor light. If the fit isn't there, don't force it!)
-  Answer questions concisely and within the specified length
-  Provide specific answers to questions that include relevant examples & avoid general motherhood statements, internal jargon and non-specific, meaningless words - common ones are 'programs' and 'services' that really don't tell us anything. Assume we are from Mars (or Venus) and know nothing about your organisation or industry/sector

Attributes of poor submissions

Writers of poor submissions often make two mistakes: either they don't directly answer the question and /or they include excessive & irrelevant detail which confuses us – the result is that we waste our client's time going back for more information or, more often, we reject that organisation's submission because it makes no sense

-  Hide the answer in irrelevant fluff or complex detail. Answer the question upfront!
-  Answer with general or 'motherhood' statements cut & pasted from a government submission (or so it sounds like)



- 🗨️ Include spelling or grammatical mistakes (yes, it's hard to believe it, but about 10% of all submissions we've received in the past have had errors in them)
- 🗨️ Come from non-profits that do not meet criteria e.g. our Brief says that we want a partner that serves 18-55, and an Alzheimer's charity puts a submission in

Real World Sample answers

Tell us about your national employee volunteering capabilities (Good Submission)

NPO X has innovative national employee volunteering opportunities in all states and territories except Northern Territory and Tasmania - although we are open to developing volunteering opportunities here. Our national volunteering opportunities range from rattling money tins in CBD streets on our annual fundraising day, to professional mentoring of our staff at all levels (ie from CEO to junior marketing staff). We also require volunteers in our retail operations, with customer service (eg operating cash register) and store merchandising (e.g. creating visual displays in store windows) duties. We can engage a corporate partner's staff with all these opportunities for 1 day per p.a. per employee but would be open to discussing more regular durations of employee engagement.

Tell us about your national employee volunteering capabilities (aaah not so good)

There is huge opportunity to work with your HR department to explore your organisational and staff development priorities in order to facilitate their professional & personal development. Your staff contribution is vital to our programs which have a major impact on Australians and their life choices and hence, the future of our nation. Around 5,000 volunteers annually play a vital role in assisting our NPO to individually support tens of thousands of people who use our services. We need employee volunteers all around Australia to help run our events and fundraise for us. We would love the assistance of your employees with our current fundraising efforts in addition to new innovative events we would like to create.

Not much here that is exciting or says 'choose us'

Why do you consider your organisation to be innovative? (Excellent Submission)

Innovation is one of our values. We were the first organisation in the world to launch an online counselling service, which has now been replicated in 15 countries. Our advertising campaign in 2014 won an AFA Award and was commended for its innovation. Our partnership with xx company won a Prime Minister's Award. As Innovation is one of our values it is instilled in our organisation and drives everything that we do

Why do you consider your organisation to be innovative? (not so good Submission)

NPO XX is innovative because it provides the community with services & programs which are designed and managed by experts & implemented by a large group of passionate & committed volunteers. Although our volunteers work on a nationally consistent and standardised program designed by experts in our field of service delivery, there is flexibility to adapt and bring local innovation to the approach, delivery and specific content. We would love the opportunity to implement our ideas nationally as part of a corporate partnership with your company!

Experts and passionate volunteers does not mean innovative! No actual tangible demonstration of innovation.