

# HOW TO

PUT TOGETHER A PITCH  
FOR FUNDING



The Smart Guide for Creatives

Brought to you by  
**musta**  
Talent Management

# introduction

What is funding? Funding is the provision of needs required for a programme or project. Although funding can come in many forms, as creatives, seeking financial funding can be the difference between a successfully executed project and a sub-par one. So, how can you go about gaining access to available funding? Well, if you want access to funding, then you must first learn how to pitch! There are several available funds and grants that exist and run each year to help creatives develop their projects. As with most types of funding, only a select few recipients are chosen based on merit, therefore, the importance of having a well-presented pitch is so important. This guide will give you greater understanding of how to go about putting together good pitches for funding that will increase your chances of being successful.

## ↳ Step One: Do Your Research

- You must first of all do your research on the types of funding available, and whether you suit all relevant application criteria. The reason you must do this intensive research is because not every project will suit every possible funding opportunity.
- There are several key questions that you need to be sure on before you even think about applying for any funding. 1) Is the funding for a certain aspect of your project? 2) Are there conditions to the funding? 3) Who is on the panel? 4) What about the organisation or funding body – what is it and what does it do?
- If you have to pitch in front of a panel, it's always good to know who you are pitching too; if you can, call up and ask in advance – you never know, one of the panellists might know you or your work.
- ★TOP TIP★ Finding out who or what has funded before may be useful in giving a clear indication as to what the panel/company likes – do you fit this?

## ↳ Step Two: Know What You Want and What You Have

- Although it may sound ever so obvious, you need to be clear on what you want to do with the funds, and more importantly, what you already have in place.
- You must have something for the panel or deciding committee to buy into, whether this be an idea, a working model or even a fully developed project.



[withmusta.com](http://withmusta.com)  
[hello@withmusta.com](mailto:hello@withmusta.com)

- Being able to state clearly how the funding will be able to help or assist you will give the deciding panel a better and more coherent picture of the future of your current work.

### Step Three: Make It Add Up!

- So, you have a great idea, but you need money to be able to make it work! With any kind of pitch, it's important to know your figures, as this is what distinguished a great pitch from a good one.
- Don't be worried- your budget does not have to state how you're going to spend each and every penny! All that is being requested is that you have some approximations as to the potential expenditure related to the project. Also, the budget does not have to be produced on the state-of-the-art accounting software- a simple but clear spreadsheet will do which illustrates the various areas that money is expected to be spent on. For example, with a theatre production, these areas may be; marketing, actors, props, staging, tech etc.
- **Don't forget** to add any other funds that you may be receiving towards the project too. Contrary to popular opinion, it is important to be upfront about this as should the panel find out about other sources of funding later on, they may cancel your funding. Although including that you have additional funding may affect the success of your application, in some cases, it strengthens may actually strengthen the application.

### Step Four: The Pitch

- **The Hook.** Always talk about the best bits of your project first. Write about what's unique and exciting about the project. Essentially, do your best to answer why the reader should care about your project. Let your passion for the project radiate through! You have to be able to sell the concept, make it believable!
- **Keep it Concise.** We mentioned before that you need to be clear on your idea, because a vague idea simply won't cut it. However, it is very possible to convey a well-thought out idea in a concise manner. We challenge you to write down your idea in 50 words or less. Take 30 minutes away and come back to edit it, taking out any unnecessary words. Remember that you are just trying to arouse the interest of the panellist to believe in your project, and often less is more!
- **Talk the Talk.** It is also really good practise to use any relevant language or technical terms that you come across whilst doing your research on the funding itself. Whilst we're not telling



you to suck up, it certainly helps to be able to speak their lingo- it demonstrates that you are well researched.

- **Don't be boring!** The deciding committee/panel usually have hundreds of applications to get through, and after a while the whole process becomes very mundane for them. They are looking for memorable applications, and so your pitch should be a platform for you to show your personality, whilst highlighting what really makes you unique. Now, we are not saying that you should write several paragraphs on how gifted you are (even though we believe you are!). Instead, be vulnerable and honest about what it is that you're seeking to do and why it's so important to you.

## Final Reminders

1. Raising funds in the creative sector can take some time, especially as there are often very specific eligibility criteria in place. You will receive a lot of no's, but do not let this discourage you from continuing to apply.
2. In some cases, putting together a great pitch must work hand-in-hand with some great networking skills in order to secure the needed funding. Do not be afraid to put yourself out there!
3. Applying for funding is not the only way to raise funds, so where possible, use this as part of a joint effort to fund your project.



[withmusta.com](http://withmusta.com)  
[hello@withmusta.com](mailto:hello@withmusta.com)