

IMPERIAL

Outreach Seed Fund for Recruiting Black Heritage Students – How to Avoid Common Pitfalls

- **Be clear about your aims.** Ensure that your application talks about what you are hoping to achieve through your engagement, and not just what activities you are hoping to run. The board will want to know what impact you hope to make through this project. Don't only write about the events or activities you want to organise, but why and how they will help lead to change and outcomes.
- **Make sure you meet the criteria of the fund.** No matter how incredible your idea or how well-written your application is, if it does not fit our criteria, unfortunately, it cannot be awarded funding. Double-check our eligibility criteria to make sure it's worth applying and check for other Imperial seed funds you might be more suitable for e.g. The EDI Seed Fund, Societal Engagement Seed Fund or Faculty of Natural Sciences EDI Fund. If you're unsure if your project is valid, you can always contact our team.
- **Keep it simple but include details.** For our panel to see the value in your project they need to understand exactly what you plan to do. Therefore, you should ensure enough detail is in your proposal and that these details are clear, i.e. that they are not hidden within long paragraphs. Make a list of everything you plan to do and what you'll need to prepare. Where are your events going to happen and when? How many will attend and how will you reach them? Who or what resources will you need to work with? Then consider how you can explain this in the most succinct manner.
- **Be prepared.** The panel wishes to know that the projects they decide to fund will be achievable and therefore doing some preparatory work can help present a convincing proposal. If you have collaborators, let us know what stage you are at with them. Have they been approached yet? Do they agree to participate in principle? What about your venues, have you gotten quotes for costs?
- **Evaluation.** Evaluation is an important part of effective any Widening Participation/ Outreach activity. We need to know whether the project was successful in its aims, had an impact and how it can be improved. Consider how you will understand whether you have met the aims of your project and what data you might look for to demonstrate this. Think about which methods might be best to gather this data – try to be creative, a survey might not be the best way!
- You will need to provide evidence of a realistic and appropriate evaluation strategy, which outlines how you intend to track the success of your activity against your planned impact. This should include a description of the evidence that you will use to demonstrate impact and how you plan to collect this evidence, for example through surveys, structured activities/ observations, or reflections from teachers.
- **Get help.** The Outreach team can assist you with seed fund applications, you can [contact us](#) with a specific question. Make sure to read the Seed Fund Guidance Notes and application questions carefully.