



Proposal Development – Key Questions

Prospects

Will this project help the donor meet its stated objectives?

Will the funder get good publicity for sponsoring the project? What steps could you offer to make that happen?

Will the project lead to permanent change or otherwise have a large impact? How can its potential for doing so be presented?

Collect information to match potential funders to your needs and priorities:

- Giving areas
- Assets
- Types of support
- Application guidelines
- Initial contact method
- Contact information
- Officers and trustees
- Amount of grants
- Giving range
- Past grants given to similar causes
- Location
- Limitations – *look at this one first*
- Activities

Program History

What were the mission, target population, and key activities?

What were the original funding sources? *Don't forget internal resources, matching funds and otherwise.*

Do you collaborate with other organizations?

What are your biggest accomplishments?

What is the significance of your project *in terms related to the funder's objectives?*

- Leverage
- Reach
- Continuity
- Evaluation
- Dissemination

Statement of Need

What societal need will this project address?

What are the effects of this problem and on what populations?

What factors contribute to this problem?

What aspects of the problem do you want to focus on?

What is your approach?

How do other groups approach this problem? What are their successes and failures?

Why now? Why is this a good time to tackle this problem?

What are the short and long term goals of the project?

Exercise

Sample Funder's Priorities Statement

In addition to our historic commitment to addressing the needs of underserved populations, we are particularly interested in innovative, pilot, model and demonstration projects that are:

- Fighting the stigma associated with mental illness and working to change the public's negative perception of people who have mental illness
- Utilizing new knowledge and current technological advances to improve programs and services for people who have mental illness
- Bringing the full benefits of this new knowledge and technology to those who presently do not have access to them
- Advancing preventative mental health efforts, especially those targeted to youth and adolescents, with a special focus on strategies that involve parents, teachers, and others in close contact with these populations

Using the questions in this handout as a guide, develop a concept to pitch to this foundation. What might you ask this foundation to fund? How would you position your proposal as one that can help meet the funder's needs?