

The six essential questions to answer: a checklist.

| | |
|--|---|
| <p>WHAT:</p> <ul style="list-style-type: none"> ✓ What is your mandate? ✓ What is your organizational status? ✓ What are your accomplishments and track record? ✓ What difference will your programs/services make? ✓ What do others say about you? ✓ What is your level of community support? ✓ What is your management capacity? ✓ What is your financial capacity/viability? ✓ What will you do for which funds are requested? ✓ What is unique about the project? ✓ What are the project benchmarks? ✓ What activities comprise the project? ✓ What results will be achieved? ✓ What new products? New knowledge? ✓ What resources are needed to complete project? ✓ What contingency plan is in place? | <p>WHY:</p> <ul style="list-style-type: none"> ✓ Why do you exist? ✓ Why are you undertaking this project? ✓ How was need/opportunity identified? ✓ Is need/opportunity documented? ✓ Why should the funder fund project? ✓ What difference will this project make to the target market, community & organization? ✓ What benefits, as a result of this project will accrue to: <ul style="list-style-type: none"> ○ The target community ○ The broader community ○ Your partners ○ Your organization ✓ Does your organization have a track record <p>Organizational Why?</p> <ul style="list-style-type: none"> ✓ Does your organization meet basic eligibility criteria: <ul style="list-style-type: none"> ○ Incorporation ○ Annual reports & (audited) financial statements ○ Comprehensive liability insurance |
| <p>WHERE:</p> <ul style="list-style-type: none"> ✓ Is it a local, regional, provincial or national project? ✓ Will it be executed through outreach or onsite? ✓ Does it have relevance for other communities? | <p>WHEN:</p> <ul style="list-style-type: none"> ✓ Project: Beginning – End ✓ Work plan activities: Beginning – End ✓ Evaluation – short-term; long-term |
| <p>WHO:</p> <ul style="list-style-type: none"> ✓ Who is the target market? What is its profile? ✓ Is representation of the target market involved? ✓ Who will benefit? ✓ Who can impact success or failure of your project? ✓ Who are your funding partners? ✓ Who are your project partners? What's their role? ✓ Who else supports this project? How? ✓ Who should we draw on to review this draft proposal before it is submitted? ✓ Who is the project contact? ✓ Has the Board sanctioned the project? | <p>HOW & HOW MUCH:</p> <ul style="list-style-type: none"> ✓ How does the project fit with funder priorities? ✓ How will funder be acknowledged? Involved? ✓ What approaches/methodology will be used? ✓ Is your project SMART¹? ✓ How will you track results/changes? ✓ How will you share outcomes? ✓ What is your current operating budget? ✓ What is your project budget? ✓ How have costs been calculated? ✓ How will all resources be amassed? ✓ How will you sustain project? Or is it one-off? |

¹ SMART: S-Specific; M-Measurable; A-Attainable; R- Relevant T- Time Bound