

From the Reader's Eye: Reviewing Proposals for "Fund-Ability"

- 1. Rationale and context: Reasons why the proposed work is a good fit**
 - a. How will the proposed work advance the funder's interests?
 - b. Why is the proposed project important or needed short or long-term?
 - c. How does the project fit into local issues, and what will be the impact?
 - d. What is the political, economic, social climate and context?

- 2. Objectives: Simply stated, measurable, attainable, realistic, time-specific**
 - a. What will the project accomplish, and by when?
 - b. What will the money buy?
 - c. What are the expectations and the outcomes for the project in 12-18 months?

- 3. Activities: Vehicles for Reaching Proposed Objectives**
 - a. What will be done during the funding period?
 - b. Specifically, how will activities be linked to objectives

- 4. Organization and Staffing: Strengths, Capacity, and challenges**
 - a. Why is the requesting organization the best one to do the work?
 - b. What are the challenges or considerations that must be addressed?
 - c. Is this proposal a departure from, or extension of previous work?
 - d. What is the organization's track record and success rate in projects?
 - e. Programmatically, how viable is the project?
 - f. Who will carry out the tasks, and why are they the best ones for the job?
 - g. Will consultants be used, and if so, for what?
 - h. How will the project help build staff and organizational capacity?

- 5. Resources and Partners**
 - a. Who and what can you count on for assistance and support?
 - b. What types of collaboration and "broad base" of support do you have?
 - c. Who (outside the project) can "tell the story" and be an advocate?

- 6. Budget**
 - a. How much money will be needed, for what, over what period of time?
 - b. Is the budget realistic?
 - c. Are there other committed funds or support, pending requests? Sources?

- 7. Monitoring and Reporting**
 - a. How will you track accomplishments and challenges?
 - b. How will you let the funder know about the progress?

- 8. Documentation and evaluation**
 - a. What tools will you use to learn about the level of success?
 - b. How will you know if you've been successful?
 - c. How "lessons learned" and "best practices" be applied in the future?