

PROJECT PROFILE/PLANNING WORKSHEET

Ultimately, you should be able to complete this profile on one 8.5x11 sheet.

THIS CAN ALSO BE USED AS A TOOL TO GUIDE AN INTERVIEW WITH A GRANTOR

-Problem - Plan - Activity - Outcome - Goal - Grantor's AND Grantee's Missions-

1. Who are you as an organization, and what are you all about? (What is your mission or purpose?)	THIS IS YOUR MISSION , everything else on this sheet should point back to this statement. Why should you be trusted with donated funds? Where is your credibility? This project should be grounded in this mission. How do you know you can get the job done? Why you and not someone else?
2. Describe the specific need or issue in your community that this proposed project will address.	THIS IS YOUR PASSION, YOUR HEART , tell the story / state the problem in user friendly terms, use statistics (even if Nat'l), make it significant and make it local as you can. Why should anyone care about what you want to do? Why does the community need you? Who will benefit? How? This is the engine of the train. Characterize the community you'll assist, how it will be better with your project. What's the problem that you are going to solve. How is it central to your mission?
3. What specific changes or outcomes do you intend to achieve in your community as a direct result of your project? What are your "success indicators"?	HOW DO YOU POSITIVELY VIEW YOUR FUTURE , how do you see your finish line. What's your target? This answer should contain 3-5 measureable and specific outcomes. Verbs are crucial (ie. teach, improve, complete, reduce, increase, explore, etc.). This is a list of your success indicators. This is hugely tied to your mission. How is your response unique and vital? Who else in the community is working on this? What is different in your approach? Think long and short term. This must be SMART (Specific, Measureable, Assertive, Readable*, Time-limited)*R = reliable, realistic
4. What are the major steps you will need to take to makes these changes happen?	THIS IS THE CONNECTION TO YOUR ACTION PLAN , this answer should list several steps that you will take to accomplish your goal (and the final step must include measureable evaluation), another opportunity to use great verbs. This could end up being 30-50% of the overall proposal. The plan should eventually be tied to a distinct timeline.
5. Who else has a vested interest in working with you as partners on this problem or opportunity?	PLAN YOUR PARTNERSHIPS , this is crucial to most donors and you should be thinking outside the box when thinking about partners, be as specific as possible when possible. This isn't just about money, it's about sharing resources or outcomes, information and networking. It's about students, clients, those served, end users, etc. Who else is doing this, have you partnered with them?
6. What information, tools, data, etc., will you use to decide whether your project succeeded?	THIS IS A LIST OF EVALUATION TOOLS , how will you ultimately measure your success. This must correspond directly with No.3. If you say "improve awareness" then you must have a way to measure awareness before the project and after. If you say "expand playground" then you must have measurements of before and after proving the expansion by how much. METRICS .
7. What resources will you need to accomplish these steps? (<i>People, equipment, materials, training, supplies, services, etc.</i>)	THIS IS IMPORANT PRE-BUDGET WORK , what exactly will you use/purchase/rent to accomplish this AND it's not just about the dollars, what/who else is involved in order to accomplish all of the above, parent volunteers, donated space, borrowed equipment.
8. Approximate total cost. Make a budget. Revenue = Expenses. Zeroing out is crucial.	PREPARE A LIST of all revenue, who is providing what money AND in-kind items must be listed (what is the value of your volunteers, your borrowed space, etc.). What does everything you will purchase and use (in No.7) cost, even if estimated. This adds flexibility to the discussion you'll have with your funder.
9. IN ONE SENTENCE, summarize your project idea. What will you do? Where? With whom? When? Why?	CREATE A SUCCESSFUL one-sentence SUMMARY, and be sure to ground it in time. Many grants want a brief statement. It should become the mantra for the grant, and for the project.
10. What broad categories of community needs or opportunities does your project address? (<i>Think in terms of general labels or frames.</i>)	THESE ARE YOUR RESEARCH KEY WORDS , also serve to show how broadly effective your plan is. Think outside of the box. Be prepared to speak to larger issues, as well as your local, specific issues.

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Sample

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3. What specific changes or outcomes do you intend to achieve in your community as a direct result of your project? What are your "success indicators"?	
4. What are the major steps you will need to take to makes these changes happen?	
5. Who else has a vested interest in working with you as partners on this problem or opportunity?	
6. What information, tools, data, etc., will you use to decide whether your project succeeded?	
7. What resources will you need to accomplish these steps? (<i>People, equipment, materials, training, supplies, services, etc.</i>)	
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