PROJECT/PROGRAM DEVELOPMENT
If you are interested in seeking foundation funding for a project or program, it is important to be prepared to answer the following questions. These are the kind of questions external funders will ask and the answers will shape the research to identify potential funders and form the basis of your subsequent proposal.

- **WHAT:** What is your concept (key idea, purpose, goal)? What problem/need is your project addressing?

- **INTERNAL SUPPORT:** Do you have departmental or institutional approval? Has the department or institution committed funding?

- **HOW:** What activities will aid you in reaching this goal? Why did you choose these methods?

- **WHO:** Who will direct the project? What are their qualifications? What are the other staffing needs? Who will prepare reports?

- **AUDIENCE:** What audience(s) will be served by this program (who, how many, etc.)? Consider both internal and external audiences.

- **TIMING:** What is the timeframe for the program/project (anticipated start and finish, minimum time for it to be effective, etc.)?

- **COLLABORATION:** Are there other potential collaborators for the program/project (i.e. Emory departments/units, community agencies, NGOs, other academic institutions, etc.)?

- **SUSTAINABILITY:** Will the program continue after external funding ceases (i.e. will it operate at a reduced level, will it have realized its goals and conclude, or will it be funded with internal funds)?

- **BUDGET DETAIL:** How much money is needed to implement your program/project? How will the money be spent -- what are the line items?

- **OTHER FUNDS:** Do you have additional funds (from Emory or other external funders) to contribute to the effort? Is there in-kind support available?

- **IMPACT:** What is the program’s/project’s potential for a broader impact (beyond just the Emory or Atlanta community)? Is the project scalable? Is the project replicable?

- **EVALUATION:** How will you evaluate the project? How will you know if you are successful? Who will evaluate the program? Who will gather the necessary data and compile the reports?

**ONCE A POTENTIAL FUNDER IS IDENTIFIED**
- How does your project fit the funder’s mission/goals?
- Why Emory?
- Why this project/program? What are its competitors? Complementary programs?
- Why now?