Project name:

Trust Fundraising Project Proposal

We've split this proposal document into three areas – core, project and visionary. We want you to think about your work today, your ideal work next year and your ideal money-no-object work separately but still answering the same questions about these areas of your work. This way you will be confident that your proposal is sound, even if it is visionary and very "big picture"

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Why are you doing this – *what is the evidence that this project is needed?*

Core – the basics
(you're probably already doing this stuff)

Project – fixed projects you could do with the right funding
(you can implement as soon as you've got the funding)

Visionary – how would you achieve your charity's vision if money was no object?
Think Big. Think Long Term.

Who will benefit – directly?
How many, detail on the demographic group (age, gender, geography, race, religion etc.) – describe

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How do we know they *want* this support?

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Who will benefit – indirectly?
How many, detail on the demographic group – describe

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How many people will benefit – *directly and indirectly (keep separate) and over what period of time (think about cumulative benefits)*

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Is there anything else important we ought to know about the beneficiaries (direct and indirect), such as how exactly they are disadvantaged/deprived/in need of support?

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What will the project deliver – *be practical, use plain English, explain steps and process*

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Who will deliver the project? – *name names, describe roles, are you working in partnership with anyone*

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Why is that person/org the best person to deliver – *credentials*

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What is the project timescale?

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What does success look like at the end of this project?

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What difference will this project make to the affected group.
What will participants be able to do/say/be as a result

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Can you divide benefit/impact into short/medium and long term? *If so, please describe.*

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How will you evidence your impact?

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Why does this have to happen now? What is the urgency?

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What would happen if you did nothing or you didn't exist?

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What makes your approach different or unique?

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What are your organisation's key strengths?

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Describe your organisation's track record – *tell us how we know you are effective in delivering projects*

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Name some SMART objectives you'll measure success against

Specific – *Objectives should specify what they want to achieve or change.*

Measurable – *You should be able to measure your outputs and outcomes.*

Achievable – *Are the objectives you set, realistic with the resources you have?*

Relevant – *Your activities or project is relevant to the needs you are addressing*

Time – *When you want to achieve the set objectives*

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How will you monitor your progress against those objectives?

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How will you evaluate your effectiveness?

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