

## Criteria Funders Use to Judge Proposals

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- Is there a compelling need for this project?
- Is this project consistent with our funding priorities?
- Does the organization and the staff have the capabilities to implement this project?
- Does the proposal indicate an expertise with the subject?
- Do the objectives seem believable (i.e., achievable)?
- Is the project compatible with the organization's mission and other program commitments? (Or is the organization just "chasing dollars" to meet a fundraising goal or to fill gaps in the budget?)
- Is the program cost-effective? How many people will be served, at what cost?
- Are program participants/clients involved in decision-making or are they portrayed as passive recipients?
- Does the project seem to be breaking new ground? Could it be a model for others? Will the finding from this project be valuable to other organizations and funders?
- Is there a meaningful evaluation process?
- Can the organization obtain these funds from other, more appropriate sources (e.g., its own members, local funders)?
- Are other agencies included in the plan (especially those that the funder may have supported previously)?
- Is there a clear and feasible plan for longterm funding?