

PROJECT DEVELOPMENT GUIDELINES

These guidelines should help you identify the main elements of a project or initiative to enable you to assess its suitability for fundraising purposes. By considering each of the aspects outlined below, you will begin to draw a picture of your project, the impact it will have and the needs that it will address. Through this process you may also be able to begin to identify whether it will appeal to potential donors and where these donors may come from.

AREAS TO CONSIDER:

- **Strategic** - Think about how your project contributes to the overall direction of your organisation – and whether it links with any past achievements you have made in this area.
- **External rationale** - Does your project relate to a societal problem, opportunity or issue? And why is your organisation the place to invest in this type of activity? Consider whether your project reaches a specific or identifiable need. If it does not, why would a trust, company or individual invest in it?
- **Project description** - Does the project have any external collaborators/partners; is there a need for new facilities, such as equipment or space? Do you require any additional staff? Is funding required to run programmes or other activities?

By considering each of these aspects, you can begin to draw a picture of what your project will look like and the approach that you will take.

- **Competition & Collaborators** - Think about competitors in this area of activity and whether you would collaborate with them – and if not, why not? Any external endorsements you are able to show for this project or similar work undertaken by your organisation.
- **Outcomes** - What are the expected final outcomes of the project and what difference will be made to the problem or need that it addresses? If the outcomes don't relate to the need you have identified, it is unlikely that the project will appeal to a potential donor or sponsor.
- **Contacts** - Do you have any contacts that could be engaged in this project either from the perspective of giving funding or helping to engage other funders?

If you require any further detailed project or prospect analysis, please contact Heather Stewart at Activate Fundraising e: heather@activatefundraising.com t: 07971 721013 for an initial consultation.