

Step 2

Seeking Funding

2.3 Assessing the fit

Care must be taken in selecting which funding sources to approach. No matter how good your proposal, if it is directed to the wrong agency or submitted at the wrong time, the answer will most likely be a rejection.

After your researching efforts, compare the characteristics of your project, as outlined in Step 1, with those of the funding agency as discovered through your research. This will help you reduce your potential funders to a short-list of three or four that are most likely to support your project.

How-To Tip

- **Complete the Step 2: Prospect Assessment Worksheet** to assess the fit between your project and each potential funder. Each Step Two worksheet can be placed beside the Step 1: Project Plan Worksheet to allow for a quick comparison and judgment about overall fit.