

Funder: \_\_\_\_\_ Project: \_\_\_\_\_

Criteria	Things to Consider	Strengths	Weaknesses	Score (out of 10)
<p><b>Motivation</b></p> <p>How well does your proposed project align with the aims of the funder?</p>	<ul style="list-style-type: none"> <li>⊗ How closely does your project align with the funders' stated aims?</li> <li>⊗ Do they have any time-limited strategic aims?</li> <li>⊗ Have they funded similar organisations/ projects before?</li> <li>⊗ What do you know about their future plans?</li> <li>⊗ Does their previous grant-giving show signs of flexibility?</li> </ul>			
<p><b>Capacity</b></p> <p>How well does your proposed ask fit with the funder's previous grant-making?</p>	<ul style="list-style-type: none"> <li>⊗ How does your proposed ask amount compare to their average grant?</li> <li>⊗ If higher, how does your project compare to those to previously receive larger grants?</li> <li>⊗ What % of grants go to new projects/ orgs each year?</li> <li>⊗ Are they likely to have more or less money to give this year?</li> </ul>			

<p><b>Reach</b></p> <p>How strong is your existing connection to the funder? How warm are they to an approach from you?</p>	<ul style="list-style-type: none"> <li>⊕ Do you match all of the eligibility criteria?</li> <li>⊕ Are they open to unsolicited applications?</li> <li>⊕ Does your org have an existing relationship with this funder?</li> <li>⊕ Do you have any personal connection to any of the decision makers?</li> <li>⊕ Does the timeframe for a decision align with the timeframe for your project?</li> </ul>			
<p><b>Total (out of 30)</b></p>				

**Scores:**

- 0 to 15            Weak prospect (success rate likely to exceed 10:1)
- 15 to 25        Medium prospect (success rate likely to be around 7:1)
- 25 to 30        Strong prospect (success rate likely to be around 4:1)