

# WORKSHEET

## Making Your Ideas More Attractive

Just as certain ideas attract funders, each idea can be dressed up to be more attractive. Consider the kinds of project ideas that attract funders—original, problem solving, timely, compelling, impactful, sustainable, and duplicatable. Then, find ways to enhance your idea by answering the questions below.

Idea \_\_\_\_\_

Date \_\_\_\_\_

### Originality

1. Has your idea been tried elsewhere?     Yes     No
2. If yes, what about your idea stands out? How can you build on the results of what has been tried elsewhere?
3. If no, what about your idea is unique?

### Problem-Solving

1. What BIG problems does your idea attempt to address?
2. What fresh solutions to the problems does your idea propose?

### Timeliness

1. What is timely about your idea? What is particularly timely in the social, political, educational, science, arts, humanities or other areas?
2. What is NOT particularly timely about your idea?

### Compelling

1. What are some of the broader social concerns that your idea addresses?
2. What special population groups—like Native Americans, at-risk youth, economically disadvantaged—might you be able to address with your idea?

### Impactful

1. How many people will you be able to serve?
2. If the number you will serve is small, how do you justify asking for the funding?
3. How might you be able to reach even more people or have a greater impact?

### Sustainable

1. What kind of assurance can you give that the idea or project you're thinking about will endure over time?
2. What strategies can you implement that will increase the chances that what you start will be sustained and maintained over time?

### Duplicatable

1. How could your successes be duplicated elsewhere?
2. How could you easily disseminate key aspects of your project to others to duplicate or replicate what worked for you elsewhere?
3. What legacy can you leave?