

### Assessing the Match: Go/No-Go?

	Factors	Decision Criteria									Score
		Negative			Neutral				Positive		
		1	2	3	4	5	6	7	8	9	
<b>The Project</b>	<b>Will project activities fit with our mission, values, goals, and objectives?</b>	Activities fall outside our mission and plan			Activities match minor elements of the mission and plan				Activities will help fulfill important priorities of the mission and plan		
	<b>Is there credible in-house expertise to do the work?</b>	Expertise is weak or this is a totally new area for the organization			Organization has average expertise in this area				Organization has strong expertise and on-the-ground experience in this area		
	<b>Will there be partnering consultants or organizations involved in the project?</b>	Partners have not been contacted yet or working relationships have not yet been formed			Partners are on board, but will not have an effect on the quality of the project				Partners are on board and will enhance the quality of the project		
	<b>What organizational resources will the project require?</b>	A significant investment of organizational resources will be required			A marginal investment of organizational resources will be required; organizational resources will be balanced by funder resources to be received				The project will require only minimal organizational resources, which will be outweighed by funder resources to be received		
	<b>What will be the return for clients on the organization's investment in this proposal and project?</b>	Poor long- and short-term return on investment in benefits to clients			Some short- and/or long-term benefits to clients, but benefits are not key to the organization's mission or plan				Excellent short- and long-term benefits for clients, and benefits align well with the organization's mission and plan		
	<b>How will stakeholders respond to this project?</b>	Key stakeholders are likely to oppose this project or an association with this funder			Key stakeholders are likely to be neutral about the project and the funder				Key stakeholders are enthusiastic about this project and working with this funder		
<b>The Odds</b>	<b>How well prepared is the organization to respond to this particular RFP?</b>	The staff did not expect the RFP and the guidelines are not clear			The staff anticipated the RFP but not in enough detail to begin to position the organization to respond				The staff anticipated the RFP and the organization is well-positioned to respond		
	<b>How much work will be involved in preparing the proposal?</b>	Organization does not have the staff time to respond adequately or the funds to hire a grant writer			Proposal preparation will place stress on personnel, but the organization can prepare an adequate response				The organization has the staff time to prepare a highly competitive proposal and/or the funds to hire a grant writer to do so		
	<b>How stiff is the competition expected to be?</b>	Competition will be very strong and/or there will be very few awards; odds of receiving funding are probably less than 10%			The competition is relatively open and there will be a reasonable number of awards; odd of receiving funding are probably in the 10–50% range				The competition is weak relative to our project and many awards will be made; odd of receiving funding exceed 50%		
	<b>How familiar is the organization with this funding agency?</b>	Organization is unknown to this agency and its staff			Organization is known to this agency and its staff				Organization has well-developed working relationships with this agency		
	<b>Total Score</b>	10-30: This proposal and/or project is likely to siphon staff time with little return.			31-70: This project should be pursued if there is extra time and staff expertise available for the proposal and the project work				71-100: Go for it!		