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| **PROJECT CONCEPT FORM** |
| **The Project Concept Form is an intake and program planning form that asks questions about your project, framing the information to prepare your written proposal content and to identify potential funders for fundraising.**  **Instructions:**   1. Fill out the form as completely as you can at this stage, with responses directed to a general audience. 2. Present completed form for approval and signature to your dean/director. 3. Send completed, signed form to Director Corporate and Foundation Relations (CFR), University Advancement, Yvonne Lindstrom at [lindstym@udmercy.edu](mailto:lindstym@udmercy.edu) |
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| **PROJECT/PROGRAM TITLE** |  |
| **IN ONE SENTENCE describe your project idea: What will you do? Where? With whom? And most importantly: WHY?** |  |
| **How does the project fit your college’s current priorities or strategic plan?** |  |
| **What broad categories of issues or opportunities does your project address?** *(Use key-word phrases; for instance, “Adult literacy”; “Juvenile crime prevention”; etc.)* | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Who will benefit?**  **Please identify as many possible groups who may benefit as possible, both directly and indirectly, from your efforts.** |  |
| **Problem/Need Statement**  **Describe the specific community need or issue that your project will address. What does it look like right now? Why is it significant?** *(It may help to define what “community” means for you–a certain group of students or patients, a community of scholars, the population of a certain region, etc.)* | The current situation is: |

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| **Goals & Objectives**  **What is the big picture impact your project will make? What specific changes do you expect to make in the community or among the beneficiaries as a result of this project? What will be different? What are your “success indicators”?** | Our project will…    The three to five key success indicators for our project or effort are: | |
| Action Plan  What are the major steps you will need to take to make these changes happen? |  | |
| **Outside of funding, what resources will you need to accomplish these steps?** *(People, equipment, training, materials, supplies, services, etc.)* |  | |
| **What evaluative information, tools, data, etc. will you use to decide whether your project succeeded?** |  | |
| Budget and Expense Categories  **Approximate annual total project budget and overview of categories of expenses.**  **Is there a helpful smaller amount that could start your project and still make an impact?** | **$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ total project budget**  Overview of expense categories:  Smaller “starter” amount? $\_\_\_\_\_\_\_\_\_\_\_\_ | |
| **Are there any potential collaborative partners for this project?**  **Consider and list possibilities within your own unit, the UD Mercy community or community as a whole.** *(Examples: K-12 schools or districts, community nonprofit organizations, etc.)* |  |
| **What are some other possible categories for funding?** *(Examples: vendors, corporations connected to project/students, government sources, etc.)* |  |

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| **What is the name of your college or unit?** | | |  | | |
| **Do you have an advisory board?** *(as a possible resource connected to funding)* | | |  | | |
| **Do you need budget approval?** *(please discuss budgets for all external funding requests with your Dean)* | | |  | | |
| **Contact Name:** |  | | | | |
| **Email:** |  | | | | |
| **Phone:** |  | | | | |
| **Date:** |  | | | | |
| **Dean or Director** | | **This project is approved for CFR Advancement support.**  **Name:** | | |
| **Signature:** | | **Date:** |

**Frequently Asked Questions**

*Do all types of projects qualify for external foundation funding and CFR Advancement support?*

Some projects, though worthy, are outside our mission and/or difficult to support due to funder priorities. The following project types are not a good fit for CFR Advancement support:

* Publications
* Conferences and events/sponsorships
* Meeting budget shortfalls
* Student groups, activities, and causes
* Basic University services and operating expenses

*What support will I receive?*

You will receive relevant tools, guidance, and resources that will help you to identify fundraising possibilities for your project. This will vary according to your needs and services may include training on the Foundation Directory Online.

*How long will I receive support?*

If there is active grantseeking or fundraising activity an updated form may be required for further support. Active private grants will receive ongoing stewardship support and coordination.