



A Good Idea vs. A Fundable Idea

Tips for Making Your Idea
Attractive to Funders

A Good Idea

- What's Your Good Idea?

A Fundable Idea

- What Makes it a Fundable Idea?



- How do you address the funder's agenda, purpose and focus?
- Do my plan, goals, activities and outcomes align with the funder's priorities?
- Does my idea advance knowledge, bring about positive change, have the potential for greater impacts?

A Good Idea

- What's Your Good Idea?

A Fundable Idea

- What Makes it a Fundable Idea?



- Do I have a clear plan for achieving my goals?
- Is my project scaled for success and how will I measure success?
- What added value can I bring to the project?
- Is my idea replicable and sustainable?

A Good Idea

- Advances an Important Agenda

A Fundable Idea

- Advances the Funder's Agenda and Builds on the Funder's Giving History or Portfolio



Does the funder's giving history align with your idea?
Think about how your idea will advance the funder's agenda.

A Good Idea

- Aligns with Personal/Professional Interest and Experience

A Fundable Idea

- Aligns with Funder Priorities

Does your idea address the funder's priorities?
Provide specifics in your narrative.



A Good Idea

- Helps Someone or Enables Improvement

A Fundable Idea

- Addresses the Funder's Target Audience/Group



- Does the funder focus on specific populations?
- Consider whether/how your idea can target a particular audience or group.

A Good Idea

- Serves a Wise/Substantial Purpose

A Fundable Idea

- Serves a Wise/Substantial Purpose and Is Innovative



What makes your idea innovative?

Does it answer a question in a new way, can it be scaled, does it prove a concept?

A Good Idea

- Can Be an Untested Concept

A Fundable Idea

- Has Substantiated Promise to Catalyze Positive Change

Do you have evidence that demonstrates the change your idea will bring about? Cite research or outcomes from similar projects that had positive results.



A Good Idea

- Creates/Maintains Something of Value

A Fundable Idea

- Builds or Expands on Something of Value and has Potential for Impact Beyond a Single Organization or Group of People

Does your idea have potential for greater impacts?
Explain how in your proposal.



A Good Idea

- Can Have Undefined Steps/Processes

A Fundable Idea

- Has a Clear Path From A to B to C and Has Specific, Timed, Measurable Steps



What's your plan?
Develop a chart that tells the funder the steps for executing your idea.

A Good Idea

- Can Be of Any Scale

A Fundable Idea

- Is Scaled by Prior Experience, Expertise, and To a Defined Cost

Is your plan achievable as described?
Define the scale of your idea and ensure you have the resources needed.



A Good Idea

- Involves Learning, Growth, or Progress

A Fundable Idea

- Measures/Analyzes/Advances Learning, Growth and Movement Toward a Goal



How do you measure and evaluate success?
Include clearly-defined, measurable goals in your proposal.

A Good Idea

- Can Be a First Time Endeavor

A Fundable Idea

- Should Be in Line with the Proposer's Professional Credentials and Demonstrated Skill Set

What value do you and your partners bring to your idea?

Highlight it in the proposal or your CV.

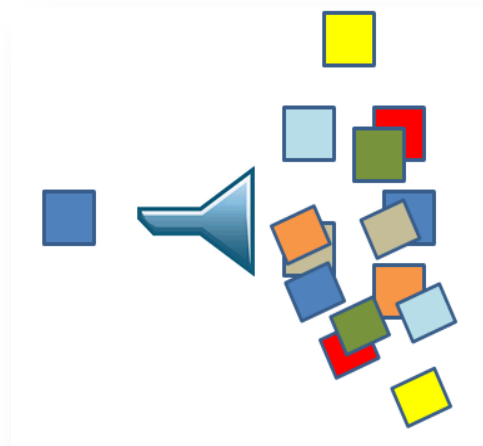


A Good Idea

- Can Be a Unique Effort

A Fundable Idea

- Should Be Replicable and Sustainable



Can your idea be replicated or sustained? Tell the funder what that looks like and how it can be done.



A Fundable Idea

- Advances the Funder's Agenda and Builds on the Funder's Giving History or Portfolio
- Aligns with Funder Priorities
- Addresses the Funder's Target Audience/Group
- Serves a Wise/Substantial Purpose and Is Innovative
- Has Substantiated Promise to Catalyze Positive Change
- Builds or Expands on Something of Value and has Potential for Impact Beyond a Single Organization or Group of People



A Fundable Idea

- Has a Clear Path From A to B to C and Has Specific, Timed, Measurable Steps
- Is Scaled by Prior Experience, Expertise, and To a Defined Cost
- Measures/Analyzes/Advances Learning, Growth and Movement Toward a Goal
- Should Be Replicable and Sustainable
- Should Be in Line with the Proposer's Professional Credentials and Demonstrated Skill Set

What's Your Idea?

Lisa Farese, Director, Grants and
Foundation Relations

603-283-2102

lfarese@antioch.edu

Grants and Foundation Relations Web
Page:

<https://www.antioch.edu/resources/general-information/grants-foundation-relations/>