Needs Statement	Goals and Objectives	Approach and Activities
What problem exists that must be remedied with	How will the project change the current situation?	What will we do to create change? What will we do
a project?		to make things better? What evidence do we have
Purpose: Demonstrate to the reviewer, with	Purpose : Demonstrate to the reviewer that you have	that these approaches/activities will work?
cold hard facts, that a problem exists that needs	developed broad goals and specific and measurable	Purpose: Demonstrate to the reviewer that your
to be corrected.	objectives that can be evaluated to determine project efficacy.	project is responsive to the needs you've shown in
	enicacy.	the needs section. Show that the project was
How: numbers, quantitative data, anecdotal information	How: Specific, measurable, attainable, realistic, time sensitive statements.	thoughtfully designed by an appropriate team. Show why you think the activities selected will be
Possible sources: lack of services for your target		successful with the target group.
population (people with disabilities, at-risk		How: Tie the planned activities back to the needs.
youth, injured veterans, etc.), information on		Explain who helped design the project and their
challenges associated with various diagnoses,		expertise. Cite research that shows the proposed
barriers to moving your program to the "next		activities are effective with the target group. Include
level"		an implementation timeline that shows who, what, when.
		when.
Evaluation Plan	Budget	
How will you and the funder know that the	What will the change cost?	
project resulted in measurable change?	Purpose: Show the reviewer how much funding is	
project resulted in measurable change:	needed and what it will be spent on.	
Purpose: Set forth an appropriate framework		
that will inform you and the funder of the	How: Request funding for items in your budget for	
progress made toward accomplishing your goals	which you've expressed a need throughout your	
and objectives.	narrative (make sure budget and needs match). If	
	possible, briefly explain how you arrived at your budget figures. Show the funder that you are asking for an	
How: Collect quantitative and qualitative data.	adequate yet cost-conscious amount of money.	
Present a plan to use the data to determine if you are on course with program implementation	Demonstrate matching contributions; place a value on	
(formative evaluation) and that the program	them if possible. Divide funding requests into	
activities are working (summative evaluation).	categories as requested by the funder (e.g., salary,	
Present a plan to use the data you'll collect to	fringe benefits, supplies, equipment, contracted services)	
inform continuous program improvement and to		
update appropriate stakeholders.	Table adapted from Johna Rodgers, GPC	