**PROPOSAL WRITING QUESTIONS**

*Answer these questions to aid in generating and clarifying your ideas when writing proposals. They are also ideal for discussions with faculty and administrators in developing a proposal.*

**WHAT ARE YOU ASKING?**

* What is the project, and how much money are you asking for it? Are you requesting a gift for spendable income, an endowment, construction/renovation or a combination of these?
* What specifically do you know about the prospective donor that leads you to believe that he/she would be interested in funding this project?
* What aspect of the plan, the need or the impact would most effectively pique the prospective donor’s interest? What elements of these interests should be emphasized for maximum impact in the opening section?
* What sources of matching or supplementary funds are available?

**WHY DO YOU NEED IT?**

* What is the problem this gift is addressing? Why do you need this project now?
* How can you help the donor understand the urgency of funding the project? What are the social or programmatic consequences of not funding or of delaying the project?
* With what programs in which other universities are you competing for students, faculty, grants or prestige? If you had more money could you surpass these institutions? Be specific. Why would that matter?
* What needs of Georgia, the nation or the world will your project address?

**WHY DO YOU DESERVE IT?**

* What does the prospective donor need to know about the strengths of your program to prompt a gift?
* Illustrate how your program or unit has the potential to excel and achieve greater excellence with this particular gift.
* Can previous gifts and the motivation of previous donors be used to encourage this gift?
* Do particular leaders, research faculty or other members of your unit have the educational background, accomplishments or potential that might appeal to your donor intellectually or emotionally?

**WHAT WILL YOU DO WITH IT?**

* What are the specific, concrete objectives, of interest to this donor, this gift/endowment will help your unit reach?
	+ What will you buy?
	+ Who could you recruit?
	+ Who will you be able to retain?
	+ What could you build, renovate or refurbish?
	+ What programs will you develop?
	+ What research areas will you be able to expand or start?
	+ How will you be able to improve undergraduate education?
	+ How will you be able to improve graduate education?
* With more money, what will the college, department, faculty and/or students do to better serve the citizens of Georgia, the nation or the global community?

**WHAT WILL BE THE IMPACT OF THE PLAN?**

* How can you best explain to the prospective donor the concrete impact his/her gift will have on your program?
* How will you measure this impact so that it will be understandable to the donor?
* How will your project capitalize on UGA’s existing strengths? To what extent will your project strengthen UGA’s research mission, educational mission or service mission?
* If you think your project can achieve increased distinction for UGA and for Georgia, describe how that will occur.
* If you think your project will encourage interdisciplinary cooperation, explain specifically between which areas, departments, colleges that will occur.

**HOW WILL THE FUNDS BE BUDGETED?**

* How and when will the gift be spent? Do you have a financial plan or an endowment projection? Have you included matching funds in the budget?
* Does the budget match the donor’s goals and interests? Can you justify spending the donor’s money this way?

**WHAT WILL THE DONOR GET?**

* Of all the possible kinds of acknowledgement, recognition, naming, benefits or stewardship, which will truly please or influence your prospective donor? Make a list of these in order of priority.