

Online Application Questions

Select the intended use of funds raised through the Challenge Match.

- General Operating Support
- Specific project, program or equipment purchase, etc.
 - What is the total dollar cost of the project, program, or purchase described above?

Please provide a summary of your organization’s focus and how you will use the funds raised through the Challenge Match. **This will be seen by potential donors, so please include the most important aspects of your case for support.** (200 word limit)

Scoring Criteria	Related Application Question(s)
The impact to the community that an organization’s participation represents in terms of their ability to provide expanded or improved services or to address an identified need.	Describe specifically what changes you seek to effect with funding from the Challenge Match. What are the outcomes you expect as a result of these changes? (How will these changes impact your constituents and the community?) <i>For example, will more children be introduced to the performing arts, incidents of child abuse be reduced, homelessness addressed, etc.?</i>
The organization’s plan to measure and report specific outcomes that participation in the Challenge Match will help make possible.	How will you measure the expected outcomes? <i>For example, if you want the quality of your service to increase, describe the metrics you will use to know when you have succeeded.</i>
The importance to the organization of participating in the Challenge Match at this particular time.	How will participating in the Challenge Match help your organization pursue its mission more effectively? Tell us why it is important that your organization participate this year. <i>For example, if your goal is to increase capacity, tell us how you will do that and how that will help you better serve the community.</i>
The organization’s plan to achieve its match goal.	How will you approach your current donors to ask them for gifts during the Challenge Match? How will you identify and communicate with prospective new donors? How will your efforts to solicit Challenge Match contributions complement or enhance your organization’s overall development function or other fundraising activities?
What other issues or details about your plans are important to understand that have not already been addressed in this application?	