## Website Review

### BEFORE THE ASK

#### Is the content current?

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<th>Yes</th>
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#### Is there outdated information that visitors will see immediately?

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<th>Yes</th>
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#### Are the organization’s mission and vision easily accessible on the site?

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<th>Yes</th>
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#### Are associations and affiliations with established NGOs listed? (Remember to get permission to use a partner’s logo.)

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#### Are your registration numbers easy to find?

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Do you have imagery to support content about specific initiatives and programs? (Remember to get permission to use others' photos.)

☐ Yes
☐ No

Is “the need” expressed on the website?
Clearly define what the problem is and what your organization is doing to address the issue(s). Explain how a donation will help your organization fulfill its mission and be specific.

☐ Yes
☐ No

Can website visitors find ways to support your organization?

- Financial support: How can individuals, corporations, foundations and government offer financial support?
  Online gifts, write a check, etc.

  ☐ Yes
  ☐ No

- In-kind donations of goods or services or donating their time as a volunteer: What other ways can people and companies help? Is that information accessible on your site?

  ☐ Yes
  ☐ No

- Social Media support: Are your social media accounts linked from your website so people and organizations can like and share your posts with their followers?

  ☐ Yes
  ☐ No
### BEFORE THE ASK

**Identifying Prospects**

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CREATING AN ASK

Elements of a Proposal

Clearly define your organization. List your mission, your organization’s history, any relevant key employees or volunteers, and any awards you have received.

Need Statement

Explain the problem. Use data when possible and cite sources. When possible, include quotes from people that highlight the issue.

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Objectives

Detail what your project is aiming to achieve. Do not list anything beyond your organization’s capabilities. Your organization must be able to deliver on these objectives.

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Activities
This explains how your project will meet its objectives. Provide relevant details. If holding an event, specify if it is in person, virtual, or both.

Evaluation
How will you measure the success of your project? Data is important. If holding an educational event for example, use your post-event survey to ask a question that will help you determine if attendees are able to articulate a key learning point from the event rather than just providing feedback such as "I enjoyed the event."
Budget
List all expenses that are associated with the project. Be sure to include direct expenses as well as indirect costs.


Timeline
Give your potential donor a date by which you need to know their decision about supporting your program. Provide other relevant dates, such as any committee meetings, press announcements, etc. that they may be interested in knowing.


Recognition
How will you recognize your donor?


