



Jewish Federation
OF ST. LOUIS

Tips and Mad-Libs for Completing your
Priority Outcome Investment Proposal

Proposal Section: Needs Assessment

Question: Describe the population served by this program.

Population descriptions might include:

- Population age/life stage (early childhood; elementary, middle, or high school age; college age; young adults; adults; empty-nesters; older adults)
- Where do they live?
- How engaged are they? (highly, moderately, or unengaged)

Proposal Section: Needs Assessment

Question: Which needs or problems will this program/project address for this population? Please include evidence to support assertions.

Sentences might include:

- The 2014 community study found _____.
- In our own research, which included <__ methods>, we found __.
- National research shows that __; or research shows that if __ then __.
- _____ research shows increased demand for <program/service>.

Be sure to cite the research you are referencing.

Proposal Section: Needs Assessment

Question: What are other programs or organizations that are also addressing this need?

Probing questions:

- Is anyone in the local, Jewish community addressing this need? If yes, how?
- Is anyone in the broader St. Louis community addressing this need? If yes, how?
- Is anyone nationally/in other Jewish or broader communities addressing this need? If yes, how?

If yes to any of the above:

- *How will your proposed program enhance or compliment already existing programs?*
- *Why is it important that this new or expanded program be provided?*

Proposal Section: Evaluation

Question: How will you know if your program/project is successful? What does success look like?

Answer should include:

- A description of what will be different if your program is successful.
- Metrics - what you will measure to determine whether you're achieving each outcome.
 - For example, one metric might be the percentage of repeat participants and another metric might be participants scores on a quality of life survey.
- Targets/indicators of success - quantified targets that will help you know whether you're achieving each outcome.
 - For example, the indicator of success might be that 80% of participants are repeat (have come to more than one program) and another indicator of success might be that 90% of participants score high on the quality of life survey.

Proposal Section: Evaluation

Question: How will you track, measure, and/or evaluate the success of this program?

Answer should include:

- Evaluation tools - pre/post surveys, interviews, focus groups, rubrics, attendance tracking, etc.

Proposal Section: Evaluation

Question: If this is not a new program, what have you learned so far from the program's evaluation? What outcomes have you achieved?

Sentences might include:

- After testing this program, we did <method> and learned ____.
- So far we have measured ____ outcomes and found that we've started to achieve ____.
- We learned ____, and therefore made ____ changes to the program/service.