

## **Tips for Drafting Project Backgrounder**

A one-to-two page overview of your initiative can be useful for seeking support, applying for funding, and for increasing the general awareness of your cause. Listed below are things to consider incorporating in your outline. Depending on the type of your initiative and the stage of its development, you may structure the information differently.

### ***Why are you initiating the project?***

- Background on community challenges: Description of some of the current issues impacting your community. (consider what you identified in the “Paint a Picture of Health in Your Community” Activity)
- Evidence – How do you know the challenges above exist?

### ***What do you intend to do?***

- Description of your initiative
  - What are the goals and objectives of your project

### ***How does your initiative address some of the challenges your community faces?***

- Description of how your project will create positive change and how it will influence the challenges identified above

### ***Where will your project take place?***

- Description of the community where the project is taking place

### ***Who will be involved?***

- Who is spearheading the initiative
  - Primary Contact information of the leader(s)/champions
    - Name
    - Address
    - Phone
    - Fax
    - Email
- Key partners
- Who is expected to benefit from the initiative