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|  | **SAMPLE Project Concept Form** |  |

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| Working Title: |
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| The Need: (1) *What* is the challenge? (2) *Who* is the target audience? (3) *How big* is the target audience? |
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| The Response: Provide a detailed description of the idea.  |
| The Execution: Assume that your idea is funded, which type of projects, activities, personnel, etc… are required for implementation? |
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| The Funds: How much funding will you need? |
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| The Results: Assume that the idea is a success. What will be different, quantitatively, from the way it was before? What are the anticipated outcomes? |
|  |
| Idea Submitted by:  |  |  |
| *(Signature)* | *(Date)* |
|  |  |
| *(Please print name)* | *(Contact Information)* |