writing for green

Interview Worksheet

This worksheet is intended to help guide your discovery interviews. You may need to conduct only one interview with one key individual, or multiple interviews with multiple key stakeholders. The first interview should be with the subject matter expert within the organization who is most knowledgeable about both the project and the organization.

Suggested questions follow below. This list is far from exhaustive, and the interviewer should use their own judgment and adjust the questions throughout the conversation. Open-ended questions are often preferable, to start; they get the information flowing, create a rapport, and help the interviewer formulate the ensuing questions.

Prior to the interview, you should have done some preliminary research on your own (i.e., studying the RFA, learning about the organization or program, etc.) so you can get deeper into the substance, more quickly. If you are writing this grant for your own organization, and for a program that you are familiar with, the nature/ context of your discovery interviews (who you interview, types of questions, objectives of interviews, etc.) will be different. ***Ask critical questions.***

[Note: these questions are intended to stimulate the process, rather than to serve as guide/ prescribed process to follow.]

- Tell me about the program? (if program is new to you)
- Is this a new program, or an existing one? If the latter, for how long has it been around?
- How would our plan be different than the currently available programs? (if program is known)
- How would the program impact the quality of life of people in our community?
- What do you think sets us apart from the other applicants for this grant?
- Do you think that [local elected officials/ other partners] will support our project?
- How would we implement this - staffing? Space? Training? etc.
- Do we have data to support the need/ impact of the problem on the community?
- Why would the funder be interested in funding an organization that is (so big? so small? so new/ inexperienced?)
- Do we have the capacity to do what we want to do? If not, what resources would we need?
- Would this grant cover any additional resources needed, or would we need to find additional sources of funding? Is some of the additional funding already committed? applied for?
- Do we have management/ staffing capacity?

INTERVIEWER NOTES (below)