



NEFE Research Funding Questions to Consider

The following list of questions provide examples of the types of discussions NEFE staff have when evaluating proposals. Not all projects will be a match for all questions, but some of the questions should be applicable to your work if you choose to submit a proposal.

What is the likelihood that the project will:

- Increase public interest in responsible management of personal finances?
- Support NEFE's mission to help all Americans acquire the information and gain the skills necessary to take control of their finances?
- Produce results that can be actuated by NEFE's core program areas or the broader financial literacy community?
- Expand the body of knowledge in the field of financial education?
- Demonstrate the effect of financial education as an intervention and identify when it is appropriate?
- Fill an unmet financial literacy need?
- Present long-term, replicable and sustainable solutions to financial literacy problems?
- Deal effectively with root causes of financial illiteracy, including harmful financial behaviors?
- Provide a unique or creative solution that can be applied to enhance the financial well-being of the public?
- Adapt discoveries and proven methodologies from other fields to improve and expand the reach and results of financial education programs?
- Generate public expectations for change in government and/or private sector delivery of financial information and/or services?
- Inspire a cultural shift in how society values and manages personal financial resources?
- Engage entities with access to and influence on the general public or a target population?
- Generate interest among consumer, scholarly, trade and/or professional media?
- Associate NEFE with programs of benefit to the public or those that can affect the public's financial literacy and behavior?
- Enhance current relationships or establish new collaborations in the financial literacy community?
- Generate measurable quantitative and qualitative outcomes?