# U.S. Embassy Grant Proposal Template

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|  ***Please provide the following information in your proposal. We recommend using this format, but it is not mandatory. If you choice to use a different format, please ensure that all information listed below is included in your proposal.*** ***Please email any questions to*** ***LondonGrants@state.gov*** |

## Project Title

Please provide a title for your program

## Decision Date

Please provide your best estimate of a date by which a **funding decision** would be needed in order to successfully launch your project.

## Project Start and End Dates

Please provide the start date and projected end date for your project.

## Project Lead

Please provide contact information for the person(s) with the substantive program lead.

## Administrative Lead

Please provide contact information for the person(s) with the administrative lead.

**Elevator Pitch**

Please give a **brief synopsis** advocating the core project idea and how it supports strategic objectives through outreach to the targeted audiences. This should be able to be **spoken aloud in less than 45 seconds**, hence the term "elevator pitch."

## Strategic Objectives WORD LIMIT: 200

## Please briefly list the Strategic Objectives for this project. Preferred format: Short bulleted list of goals with brief context.

## Project Description WORD LIMIT: 600

Provide a comprehensive but **CONCISE** description of the overall project. Exceptionally long descriptions will be sent back for further editing/refinement. **The list below is intended to be suggestive, not exhaustive; please also do not be constrained by the order of these elements!** This should be a narrative that hangs together as a whole. **DO NOT** simply answer the questions below as a numbered list.

1. How the idea for the project **originated** (what was the inspiration?)
2. What’s the project about? What’s the nut of what you are trying to do? **What do you hope to accomplish and how?**
3. An explanation of **how this project is innovative** within your local context, within a class of similar programs, or in its overall approach.
4. Why should we select your program?

**American Component**

Identify the American component to your program/project. An American component is not a requirement for proposals aiming to promote tolerance or counter extremism, although projects with an American component will be given priority.

## Targeted Audience(s) WORD LIMIT: 200

Precisely identify and provide a basic description of your targeted audiences, why they are strategically important, and why your project is particularly suited to reach them.

**Note:** A response naming “the general public” would not/not be specific enough, but “underprivileged ethnic minority women living in rural areas” would be sufficiently precise.

## Impact Amplification Plan WORD LIMIT: 200

## Provide a brief description of your plan for deriving maximum impact from your project. What secondary and tertiary audiences will your project impact, beyond the primary program participants? For instance: Will there be follow-on activities? Will your participants create user-generated content (pictures, video, etc.) for online promotion and distribution? Will you arrange press interviews with program participants? NOTE: Not all projects can appropriately include traditional or new media amplification, due to local sensitivities or other issues. Follow-on conferences or enabling networking among participants for months or years after the initial project would constitute acceptable amplification of your project.

## Public and Private Partners

List all project partners and any financial or in-kind support that has been committed on their parts. In the interest of amplifying the impact, we encourage proposals which include partial financial commitments from public or private partners, ***consistent with applicable law and Department vetting procedures***.

## Performance Indicators and Monitoring Plan

Provide reasonable, meaningful, and achievable performance indicators to measure the success of your project. If the program will be monitoring small grants, please include a monitoring plan.

## Total Cost

## Please give an appropriately precise estimation of the project's total cost. This figure should include any matching funds as well as monies being requested from the U.S. Embassy.

## Requested Funding

Provide the amount you are requesting from the Fund (minus any matching funds).

## Simple Budget and Budget Narrative

## Provide a simple budget and budget narrative that provides information on major expenditures and a comprehensive rationale for these expenditures.

## A simple budget should look like this (in U.S. Dollars):

## Honoraria for 5 USG program alumni $5000

## Rental of performance space for 2 days $3500

## Equipment rental $3000

## (etc.)

## You are strongly encouraged to attach a budget detailing the costs of your proposed program. The budget should specify the details of total cost of the project, the amount requested from the Embassy (if different), and in-kind donations or actual hard cash contributions from third parties.