**Type of Grant:  Marketing and Promotion**

**Applicant Business Name:**

**Contact:**

**Address:**

**Phone Number:**

**Email:**

**Amount Requested:**

**Match Amount:**

**Project Title**:

**Abstract** -Include a project summary of 250 words or less suitable for dissemination to the public. It should include the need for the project, a brief description of the goals and outcomes, and your plan for evaluating and measuring the success of the project or program.

**Project Purpose**

* What is the specific issue, problem or need that the project will address?
* Why is the project important and timely?
* What are the objectives of the project?
* If the project is a continuation of a project funded previously, describe how the project differs from and builds on the previous project’s efforts.

**Potential Impact**

* Who are the beneficiaries of the project?
* How many beneficiaries will the project benefit?
* How will the project benefit the beneficiaries?

**Expected Measurable Outcomes** -

* Provide a GOAL - A goal is what you hope to achieve as a result of conducting the activities and producing the outputs (tangible results that can be seen, touched, handled, or moved about) of the project. Examples of outcome-oriented goals could include a change in knowledge, change in behavior, and change in conditions that make a difference for the beneficiaries of the project.

GOAL:

* Provide a PERFORMANCE MEASURE. Identify a performance measure for each goal that you will use to measure the actual project results compared to the expected results. These are usually expressed in quantifiable terms and should be objective and measurable (numeric values, percentages, scores and indices, although in certain circumstances qualitative measures are appropriate).

PERFORMANCE MEASURE:

* Provide a BENCHMARK - For each performance measure provided, include benchmark. The benchmark is the baseline data against which you will measure your success. Examples of a benchmark could include current or initial level of knowledge, current behavior, or current conditions.

BENCHMARK:

* Provide a TARGET- For each benchmark provided, indicate the TARGET. The TARGET is the level of change that you anticipate by the completion of the project. This is NOT the target audience or target population.

TARGET:

* Provide your PERFORMANCE MONITORING PLAN. How will you monitor your progress toward achieving each GOAL?

What are your data sources for monitoring performance? For example, will you conduct surveys or use questionnaires?

* How will you collect the required data? Be sure to include the frequency of your data collection.
* Describe how you will share the results of the project.

**Work Plan**

|  |  |  |
| --- | --- | --- |
| **Project Activity -** Describe the project activities that are necessary to accomplish the objectives. | **Who will do the work?** | **When will the activity be accomplished?** Include a timeline that indicates when each activity will occur (at least month and year) and beginning and end dates for the project. |
|  |  |  |
|  |  |  |
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**Project Commitment** – Describe the stakeholders other than the applicant, individuals and organizations involved in the project who support this project and why.

**Budget Narrative**

|  |  |  |
| --- | --- | --- |
| ***Budget Summary*** | |  |
| **Expense Category** | **Funds Requested** | **Matching Funds Secured** |
| Personnel |  |  |
| Fringe Benefits |  |  |
| Travel |  |  |
| Supplies |  |  |
| Contractual |  |  |
| Other |  |  |
| ***Total Amount Requested*** |  |

* **Personnel** – List the organization’s employees whose time and effort can be specifically identified and easily and accurately traced to project activities.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name/Title | Level of Effort (# of hours OR % FTE) | | | Funds Requested |
|  |  | | |  |
|  |  | | |  |
| ***Personnel Subtotal*** |  | |

* **Fringe Benefits** - Provide the fringe benefit rates for each of the project’s salaried employees described in the Personnel section.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name/Title | Fringe Benefit Rate | | Funds Requested | |
|  |  | |  | |
|  |  | |  | |
| ***Fringe Subtotal*** | |  |

**Travel** -

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Trip Destination | Purpose of the Trip | Type of Expense (airfare, car rental, hotel, meals, mileage, etc.) | Unit of Measure (days, nights, miles) | | Number of Travelers Claiming the Expense | | Funds Requested |
|  |  |  |  | |  | |  |
|  |  |  |  | |  | |  |
|  |  |  |  | |  | |  |
| ***Travel Subtotal*** | |  | |

Additional justification of travel expenses, as needed:

* **Supplies** - List the materials, supplies, and fabricated parts costing less than $5,000 per unit and describe how they will support the purpose and goal of the proposal.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item Description | Justification for Supplies | | | Funds Requested |
|  |  | | |  |
|  |  | | |  |
|  |  | | |  |
|  |  | | |  |
| ***Supplies Subtotal*** |  | | |

* **Contractual/Consultant** – Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)
  + Provide an itemized budget (personnel, fringe, travel, equipment, supplies, other, etc.) with appropriate justification. If indirect costs are/will be included in the contract, include the indirect cost rate used. Please note that any statutory limitations on indirect costs also apply to contractors and consultants.

|  |  |
| --- | --- |
| ***Contractual/Consultant Subtotal*** |  |

* **Other** - Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item Description | Justification of the Expense | | Funds Requested | |
|  |  | |  | |
|  |  | |  | |
|  |  | |  | |
|  |  | |  | |
| ***Other Subtotal*** | |  | |

**Other Considerations**

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