

Fund for Economic Innovation in Public Diplomacy

Application Template

Project Title

Region of Gabon

Project End Date

Elevator Pitch

Please give a **brief synopsis** advocating the core project idea, the nature of its innovation, 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."

This pitch will likely make or break your project for the review panel. If you can't provide a short, clear pitch of your project that captures the review panel's imagination and convinces them of your project's importance, you are not likely to receive funding.

Project Description (WORD LIMIT: 600)

Provide a comprehensive but **CONCISE** description of the overall project. Exceptionally long descriptions will be sent back to Post 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 all 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 PD programs, or in its overall approach (*for example*: tri-partite funding through public-private partnerships and local government buy-in)
- 4) A **preliminary budget** outlining expected expenses (you can alternatively attach an Excel spreadsheet with your application)

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 of public diplomacy dollars, we encourage proposals which include partial financial commitments from public or private partners, ***consistent with applicable law and Department vetting procedures***. Public or private partners may include U.S. government agencies, foreign public partners, or other nongovernmental organizations, foreign or domestic.”

Performance Indicators

I agree to submit "Lessons Learned" evaluation

You must click **YES** box.

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 Fund for Innovation in Public Diplomacy. That amount is also to be filled in separately in the next field.

Requested Funding**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.

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 fund (if different), and in-kind donations or actual hard cash contributions from third parties.