

**Embassy of the United States of America  
Dar es Salaam-Tanzania**

**Instructions for Unsolicited Proposals for Public Diplomacy Small Grants**

**I. Purpose of Public Diplomacy Small Grants**

The purpose of public diplomacy small grants is to advance U.S. foreign policy goals and objectives by expanding and strengthening the relationship Tanzania and the United States

Preference will be shown to proposals that address one of the following goals:

- Promoting transparency, democracy and human rights;
- Improving health and education, especially among women and youth;
- Supporting sustainable and inclusive socio-economic development; and
- Advancing peace and security.

The performance period of the proposal may not exceed twelve months.

**II. Elements of Public Diplomacy Proposals**

Proposals for small grants should include the elements listed below. Note the word count restrictions. Strong proposals are concise.

**A. Project Title (no more than 20 words)**

**B. Description of organization (no more than 100 words)**

Describe the organization seeking public diplomacy funding. Provide information including, but not limited to: name, location, number of employees, how long the organization has been working in Tanzania, and previous experience with public diplomacy or other U.S. government funding.

**C. Project Summary (no more than 100 words)**

Provide a brief summary of the proposed project.

**D. Problem Definition (no more than 200 words)**

Define the specific problem in Tanzania the proposal seeks to address. Begin with a one-sentence summary of the problem, then explain the problem in detail, including its impact on Tanzania. If available, include supporting evidence or data such as research findings, reports, and statistics that support your problem definition.

**E. Primary Target Audience (no more 200 words)**

Identify the specific group of people the proposed project seeks to influence. If possible, include information about the primary target audience such as: number of people, age, gender, socioeconomic status, and geographic location.

**F. Objective for the Primary Target Audience (no more than 200 words)**

Describe the single action the project seeks to get the primary target audience to do. The objective must be measurable and achievable during the project timeframe. General objectives such as “awareness,” “knowledge,” or “understanding” are very difficult to measure.

**G. Activity (no more than 200 words)**

Describe the activity or activities through which the proposal will encourage the achievement of the objective by the primary target audience.

**H. Public and Private Partners**

List all partners involved in the proposed project and any financial or in-kind support they will provide.

**I. Performance Period (May not exceed 12 months)**

What is the timeframe the project? If possible, identify project milestones.

**J. Budget**

Provide a detailed breakdown of line items of the proposed project, as well as subtotals and overall budget cost. Itemize line items by categories such as travel, supplies, etc. Also include financial and in-kind contributions from public and private partners. All line items must clearly support the achievement of the objective.

Public diplomacy small grants do **not** cover either the purchase of land or “contingencies”.

**III. Proposal Submission**

Submit proposals for public diplomacy small grants to [darpdproposals@state.gov](mailto:darpdproposals@state.gov)