# Project Title/Heading

Please provide a title for your program

# Applicant

Please provide the name of the organization and/or individual submitting the proposal. Please include relevant background information about the organization, such as when it was established, its mission, and whether or not the organization has been the recipient of a previous PAS grant.

# PRIORITY PROGRAM AREAS

Name the priority program areas as outlined in the Call for Statements of Interest (Economic, Education, Peace and Security, Media and Press Freedom, Democracy and Civil Society, Human Rights).

## Project Start and End Dates/Location(s)

Please provide the start date and projected end date for your project. If your project is a specific event or series of events, please provide a work plan synopsis and proposed dates or a date range. Indicate the anticipated locations (cities or regions).

## Strategic Objectives WORD LIMIT: 200

## Please briefly list the strategic objectives for this project. Preferred format: Short bulleted list of goals with brief context. These must be linked to one or more of the U.S. Embassy’s strategic goals.

**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."

## Project Synopsis WORD LIMIT: 600

Provide a comprehensive but **CONCISE** description of the overall project. **The list below is intended to be suggestive, not exhaustive; please also do not be constrained by the order of these elements!** The description should be a narrative that hangs together as a whole. **DO NOT** simply answer the questions below as a numbered list. Please note that all programs must include a **strong** American element that will promote **increased understanding of U.S. policy and perspectives**.

1. What’s the project about? What’s the challenge or problem you’re planning to address? **What do you hope to accomplish and how?**
2. How will you define success for this program?
3. Provide an explanation of **how this project is innovative** within your local context, within a class of similar programs, or in its overall approach.
4. How does your project reflect or address diversity and equity?
5. Why should we select your program?
6. Describe the American content and how the project will promote a better understanding of the U.S. and/or build relationships between the United States and Ghana.

**Note:** Projects that reflect geographic diversity and gender equality will be more favorably evaluated.

## Target 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.]

## 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.]

## Project Lead

Please provide contact information and provide a brief narrative biography for the person(s) with the substantive program lead.

## Administrative Lead

Please provide contact information and attach brief narrative biography for the person(s) with the administrative lead.

## Public and Private Partners

List all – if any - project partners and any financial or in-kind support that has been committed on their parts. List any other organizations, including other embassies, from whom you are soliciting support. Preference will be given to projects that demonstrate efforts to bring together like-minded organizations in pursuit of a common goal.

## Performance Indicators and Monitoring Plan

Provide reasonable, meaningful, and achievable performance indicators to measure the success of your project.

## Total Cost

## Please give an appropriately precise estimation of the project's total cost in U.S. dollars. 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 U.S. Embassy (total cost minus any matching funds).

**Budget and Budget Narrative**

Provide a detailed budget, in U.S. dollars, and a budget narrative that outlines major expenditures and a comprehensive rationale for these expenditures. This may be attached as an Excel file. The budget should specify the total cost of the project, the amount requested from the Embassy, and in-kind donations or actual hard cash contributions from the applicant or from third parties.

No more than 10 percent of the budget should be organizer fees. Honoraria up to $250 per day may be awarded to speakers or resource persons. Meals not integral to a program event are not acceptable grant expenses. Food costs should be clearly justified and limited to a maximum of 20 percent of the total award amount. No alcoholic beverages may be purchased with PAS grant funding.