

Appendix C Direct Grant Project Proposal Template

Project Title: [Your Project Title]

Objective: Briefly describe the main goal of your project. For example, “To enhance our online presence and increase customer engagement through a revamped website and targeted digital marketing.”

Project Details

1. Project Description:

- **Overview:** Provide a detailed description of your project. Explain what you plan to do and why it is important for your business.
- **Needs:** List everything required for the project, such as services, products, or equipment.
- **Costs:** Provide a detailed budget, including quotes or estimates for each item or service needed.

2. Funding Sources:

- **Direct Grant:** Specify the amount you are requesting from the Direct Grant.
- **Other Sources:** Mention any additional funding sources, such as personal investment, loans, or other grants.

3. Timeline:

- **Start Date:** When you plan to begin the project.
- **End Date:** Estimated completion date.
- **Milestones:** Key milestones and their expected dates.

4. Goals and Impact:

- **Short-Term Goals:** What you hope to achieve in the immediate future (e.g., increased website traffic, higher sales).
- **Long-Term Goals:** Long-term benefits for your business (e.g., sustained revenue growth, market expansion).
- **Impact:** How the project will promote growth, increase revenue, or maintain stability for your business.

5. Funding and Reimbursement:

- **Funding Plan:** How you will finance the project until completion.
- **Reimbursement:** Plan for requesting reimbursement upon project completion.

Supporting Documentation

- **Quotes/Estimates:** Attach quotes or estimates for services and products.
- **Screenshots/Photos:** Include images of products, items, or equipment with listed prices/fees.

(The following page is a narrative example of a project proposal created with this template.)

Example Narrative

Project Title: Digital Transformation for Enhanced Customer Engagement

Objective: To revamp our website and implement a comprehensive digital marketing strategy to increase customer engagement and drive sales.

Project Description: We plan to redesign our website to improve user experience and integrate e-commerce capabilities. Additionally, we will launch a targeted digital marketing campaign to attract new customers and retain existing ones.

Needs and Costs:

- Website redesign: \$5,000 (Quote from XYZ Web Design)
- Digital marketing services: \$3,000 (Quote from ABC Marketing)
- E-commerce platform integration: \$2,000 (Quote from E-Shop Solutions)

Funding Sources:

- Direct Grant: \$7,000
- Personal Investment: \$3,000

Timeline:

- Start Date: March 1, 2025
- End Date: June 30, 2025
- Milestones: Website launch (April 30, 2025), Marketing campaign launch (May 15, 2025)

Goals and Impact:

- Short-Term Goals: Increase website traffic by 50%, boost online sales by 30%.
- Long-Term Goals: Achieve sustained revenue growth, expand market reach.
- Impact: The project will enhance our online presence, attract more customers, and increase revenue, ensuring the stability and growth of our business.

Funding and Reimbursement: We will use personal investment to cover initial costs and request reimbursement from the Direct Grant upon project completion.

Supporting Documentation

- Attached quotes from XYZ Web Design, ABC Marketing, and E-Shop Solutions.
- Screenshots of proposed website design and marketing materials.

Feel free to customize this template to fit your specific project. Good luck with your application!