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 and how it may benefit not only the business and its employees, but also the local community and economy.

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 is a narrative example of a project proposal created with this template.)
Example Narrative

Project Title: Enhancing Customer Engagement through Digital Transformation

Objective: To enhance our online presence and increase customer engagement through a revamped website and targeted digital marketing.

Project Description: Our project aims to revamp our existing website to improve user experience and implement targeted digital marketing strategies to increase customer engagement. This is crucial for our business as it will help us attract and retain customers, ultimately driving sales and growth.

Needs & Costs:

- Website redesign $6,000 & digital marketing services $1,500: (Quote from XY Web Design & Marketing, excluding short-term TV, radio, & social media ad campaigns)
- SEO tools $2,000 & Analytics software $500: (Estimate from AB SEO Tools & Analytics)

Funding Sources:

- Direct Grant: Requesting $10,000 from the Direct Grant.
- Other Sources: Personal investment of $1,000.

Timeline:

- Start Date: June 1, 2025
- End Date: December 31, 2025

Milestones: Website redesign & SEO optimization implemented (September 30, 2025), Digital marketing campaign launch (October 15, 2025), and Analytics set up (November 15, 2025).

Goals and Impact

- Short-Term Goals: Increase website traffic by 30% within 6 months, improve customer engagement metrics (e.g., time spent on site, bounce rate).
- Long-Term Goals: Achieve sustained revenue growth of 20% annually, expand market reach
- Impact: The project will promote business growth by enhancing our digital presence, leading to increased revenue and stability. It will benefit our employees through job security and potential growth opportunities. Additionally, the local community will benefit from our business's success, contributing to the local economy.

Funding and Reimbursement

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

Supporting Documentation

Quotes/Estimates: Attached quotes from XY Web Design & Marketing, AB SEO Tools/Analytics.
Screenshots/Photos: Included images of the current website and proposed redesign mockups with listed prices/fees.

Customize this template to fit your specific project. Good luck with your application!