

# Project Proposal Template

For Public Diplomacy Monrovia's Annual Program Statement

THIS TEMPLATE IS ONLY FOR ILLUSTRATIVE PURPOSES. THE SOLICITATION PERIOD FOR 2020 GRANTS IS CLOSED. A REVISED TEMPLATE WILL BE ISSUED FOR 2021.

Using this template is recommended but not required. Organizations and individuals can also submit their proposal in narrative form. All of the requirements in the annual program statement must be met. Proposals that fail to meet all requirements will be ineligible.

## Cover Sheet

<b>Applicant Name:</b>			
<b>Organization Name:</b>			
<b>If from an Organization</b> <small>please fill in PENDING if applied but not yet received.</small>	<b>DUNS Number</b>	<b>NCAGE/CAGE Number</b>	<a href="http://www.SAM.gov">www.SAM.gov</a> <b>Registration</b>
<b>Proposal date:</b>			
<b>Program title:</b>			
<b>Program period:</b>	proposed start Date	Proposed end date	
<b>Brief purpose of the program:</b>			

**Terms and Conditions:** Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include: 2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/m/a/ope/index.htm>. Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

## Mandatory Forms

All applications must include the following forms:

- **SF-424** (Application for Federal Assistance – organizations) or **SF-424-I** (Application for Federal Assistance --individuals) at [www.grants.gov](http://www.grants.gov)
- **SF424A** (Budget Information for Non-Construction programs) at [www.grants.gov](http://www.grants.gov)
- **SF424B** (Assurances for Non-Construction programs) at [www.grants.gov](http://www.grants.gov)

## Required Registrations:

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge. *If you have registered/applied for these but are pending response, please submit your funding application in any event but write "pending" for the "Number" box for each of the below.*

Registration Type	Date Applied:	Number:
Unique Identifier Number from Dun & Bradstreet (DUNS number)		
NCAGE/CAGE code		
<a href="http://www.SAM.gov">www.SAM.gov</a> registration		

## Instructions

**Step 1:** Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

**DUNS application:** Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, if your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform/displayHomePage.do;jsessionid=81407B1F03F2BDB123DD47D19158B75F>. <http://fedgov.dnb.com/webform>

**NCAGE application:** Application page here <https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

For help from within the U.S., call 1-888-227-2423  
For help from outside the U.S., call 1-269-961-7766  
Email NCAGE@dliis.dla.mil for any problems in getting an NCAGE code.

**Step 2:** After receiving the NCAGE Code, proceed to register in SAM by logging onto: <https://www.sam.gov>. SAM registration must be renewed annually.

**Please note that the U.S. Embassy in Monrovia is unable to assist with technical questions or problems applicants experience with Grants.gov, DUNS or SAM registrations. Please refer to the contact information for these organizations/processes listed in this APS.**

## Proposal Narrative

The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

### Proposal Summary:

Short narrative that outlines the proposed program, including program objectives and anticipated impact.

### Introduction to the Organization or Individual applying:

A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.

### Problem Statement:

Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed

### Program Goals and Objectives:

The “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and XXX will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.

#### Audience:

All proposals should focus on engaging Liberians in Liberia. Experts from the U.S. can be involved. Stipulate who the target audience is (age/gender/geographic break down) and estimate the expected audience reach through direct contact and if possible, through indirect contact (via social media or traditional media). *Please ensure your proposal accounts for and respects the current realities of COVID-19 related restrictions on travel, gathering and social distancing.*

#### Program Activities:

Describe the program activities and how they will help achieve the objectives.

### Program Methods and Design:

A description of how the program is expected to work to solve the stated problem and achieve the goal.

### Proposed Program Schedule:

The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.

### Key Personnel:

Names, titles, roles and experience/qualifications of key personnel involved in the program.  
What proportion of their time will be used in support of this program?

### Program Partners:

List the names and type of involvement of key partner organizations and sub-awardees.

### Program Monitoring and Evaluation Plan:

This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?

### Future Funding or Sustainability:

Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

### Budget Justification Narrative

After filling out the SF-424A Budget please provide the following details on your proposed budget. Please replace all text that is [in green] with an explanation. Guidance is provided under each budget item.

Item	Amount
<b>Personnel:</b> [Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.]	\$
<b>Travel:</b> [Estimate the costs of travel and per diem for this program. If the program involves international travel, include a brief statement of justification for that travel.]	\$
<b>Equipment:</b> [Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.]	\$
<b>Supplies:</b> [List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.]	\$
<b>Contractual:</b> [Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.]	\$
<b>Other Direct Costs:</b> [Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and	\$

explained.]	
<p><b>Indirect Costs:</b>  [These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.]</p>	\$
<p><b>“Cost Sharing:”</b>  [Refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues. It also includes in-kind contributions such as volunteers’ time and donated venues. Cost Sharing is not required and will not result in additional consideration. Organizations who wish to list cost sharing will be responsible for filing financial reports on the cost sharing.]</p>	\$
<b>Total:</b>	\$

## Optional Additional Information

The following items may be useful for your submission. Copy the following into your proposal template.

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- Official permission letters, if required for program activities

## Submission

Follow the steps below to submit your proposal:

- Save the Project Proposal Template as a PDF. Please include the project title and organization name in the file name.
- Send an Email with the following attachments to [AN E-MAIL ADDRESS WILL BE PROVIDED FOR 2021](#):

The subject line of your email should read: **PAS-MON-FY20-01 Request: Title of Program**

- Attachment 1: PDF of your Project Proposal
- Attachment 2: SF-424 or SF-424-I
- Attachment 3: SF424A
- Attachment 4: SF424B
- Simplified Budget Template if desired
- Include contact information in the body of your email