Application for Funding under the USAID Media Program

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| GENERAL INFORMATION |  |
| Name of Applicant / Organization |  |
| Type of Organization |  |
| Official Address |  |
| Website |  |
| Legal Representative Name and Title |  |
| Legal Representative’s Email Address |  |
| Legal Representative’s Phone Number |  |
| Legal Representative’s Signature |  |

1. **Summary:**

Give a short description of the project (not exceeding 500 words).

1. **Project Justification/Background:**

Describe the context of your project. Give a short statement of a problem/benefit that is going to be addressed and the way your project will address the problem (not exceeding 500 words).

1. **Project Objectives:**

Describe the project goal and objectives (not exceeding 500 words)

1. **Beneficiaries/Target Audience:**

Identify the target audience of the project and describe how you will engage them (not exceeding 250 words).

1. **Project Activities**

Describe all proposed activities to be implemented under the project and how they help achieve the above defined objectives and results (not exceeding 1000 words).

1. **Implementation Plan/Timeline:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Project activities / week** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
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1. **Project Results:**

Provide information about expected results of the project implementation (not exceeding 500 words).

1. **Monitoring and Evaluation:**

Describe your ability to monitor the impact of the project, including usage statistics (e.g., site visits, hit rates, social media statistics) (not exceeding 500 words).

1. **Project Management**

Please describe the management plan and provide a short description of roles and responsibilities of all persons to be involved in the implementation of proposed activities (not exceeding 500 words)

1. **Sustainability**

Please explain your strategy to sustain project activities and/or impact after the end of the grant (not exceeding 250 words).