



## Guide to Completing AEIF Proposal Form

*Make your proposal stand out! The International Exchange Alumni team receives thousands of proposals for AEIF. The strategies and questions below are designed to help you create a strong proposal! Refer to them to develop a proposal that precisely explains what your project is about, why it is important or needed in your community, who is involved, and the steps your team will take to implement the project.*

### General project information

#### **Project Title (10 word limit):**

Create a short title that clearly describes your project. Remember, many people will be looking at your proposal and a good title will catch their attention. A descriptive title will also help you promote your project.

#### **Primary location:**

From the drop down menu, select where the project will take place. In what country will most of the activities will take place? You are required to indicate the city/town(s) and the province/state(s) where you will implement the activities. If the project is taking place in multiple cities, states, or provinces within the same country, please enter all locations separated by a comma. You can add additional countries by selecting “Yes” to the question on the online form, “Are there additional locations where your project will take place?” (Note: While alumni from the United States may participate as team members in AEIF projects, projects may not be implemented within the United States.)

### Project challenge and need

#### **Need or challenge (150 word limit):**

In 3-5 sentences, explain what your project is and why it is important for you to carry it out. What change will your project affect?

#### **Solution or method to address the need or challenge (150 word limit):**

Precisely explain what your project is and how many people it will reach. For example, are you carrying out an awareness campaign, training, mentoring program, etc.? Winning AEIF

projects demonstrate innovation by tackling a new issue, using a unique approach, working with a different group of people, or performing the project in a different location than other projects.

**Project impact (300 word limit):**

What are the direct benefits that people or organizations will gain from your project, during implementation and after completed? What impact or changes (in people, institutions, attitudes, practices) will you see? Include quantitative information where possible.

**Who will be involved?**

**Beneficiaries (200 word limit):**

Describe your target audience(s). Will your project work with a certain age group? For example, will you primarily work with youth? Or experienced professionals? In which career fields do they work? Will your project focus on a certain gender? If your project will benefit several types of audiences, please briefly describe each one and how many people in each group you will reach.

**Local partners (500 word limit):**

Projects that have strong buy-in or support from others in the community tend to be more successful. Who are your project partners and what are their specific responsibilities? Please note if you have an existing relationship with the partner organization(s) and describe their role in the project. If you do not have an existing relationship, how do you anticipate establishing a partnership with the organization(s)? Will you work with a community center, a university, or a private business? Will you hold events at an American Space? Will an expert offer their services? Will an organization donate space or resources for your activities?

**Alumni team:**

**Roles and Responsibilities:**

Please indicate the roles and responsibilities of the team leader and all team members. What experience or knowledge does the alumnus/a have to fulfill the assigned role? Which activities will they manage?

To identify your team members, you must include the following information about each member in the form: first name, last name, e-mail address, exchange program, and country of citizenship.

Note: You can add up to 5 additional alumni team members, but only three are required for your project to be eligible. If you have non-alumni working on your project, you can enter those people in the “Partners” section.

## **Implementing your project**

### **Implementation Plan and Timeline (750 word limit):**

How will you actually make this project happen? Be specific! Precisely describe the specific actions/activities the alumni team will take and indicate who will do them. Outline all major proposed steps to implement the project. Any quantitative information about participants and activities should also be included.

### **Communication Plan (350 word limit):**

How will you promote your project to the public and beneficiaries? Include social media, websites, print news, or other forms of media you will use to share information about your project.

Note: Interim and final reporting is required for winning AEIF projects. Please be prepared to develop a reporting plan to share information about the success/impact of your project.

### **Evaluation (350 word limit):**

How will you evaluate the success/impact of the project? How will your team know if the project was successful or had an impact? Include any tools or methods you will utilize to measure results such as surveys, interviews, focus groups, meetings, analytics, metrics, etc. What is the baseline (starting point) from which you will measure success? Briefly explain how these results might be shared and with whom.

### **Sustainability (350 word limit):**

AEIF funds can only take your project so far. If implementation is successful, how will your project continue to make an impact on the community? How do you plan to continue this project beyond this initial funding year?