

Small Grant Proposal

Team Members:

Member 1

Member 2

Member 3

Member 4

Member 5

*The cover page is an opportunity to be creative! This cover page may be sufficient, but there is persuasive power in an innovative cover page.

Summary:

“The Small Grant Proposal” is a group of BLI students looking to start a campaign to educate youth and young adults about how to use social media to its fullest potential. Our initiative is focused on encouraging people to interact and engage with each other and the world around them. We plan on hosting an interactive community discussion to spread awareness on this. With this project, we hope to continue it past ALA 170, with the possibility that it can be incorporated into UM’s Freshman Orientation for incoming students or even be expanded to other universities.

Background:

This project began through the ALA 170 Leadership Lab. One of our team members, *Team Member*, had the initial idea as to conduct a project that is focused on ‘fixing’ the social media usage problem in society today, as this is something that personally reflected upon an experience for him as he embarked a mission trip several years ago that required going without technology for some time. After pitching this idea to others (who later became the other members of this group), everyone was eager to get involved and recognized that technology platforms such as Instagram, Facebook, and Snapchat take up too much attention of younger generations today.

The Small Grant Proposal wants to host an interactive community discussion to be our beta trial in how we can spread awareness and get people communicating on this prevalent topic. Essentially we are asking for funding in support to start up our beta trial, and from this event, we can see which direction our project should go.

Description and Goals:

The Small Grant Proposals main goal is for people to have meaningful interactions with the world around them. We believe the best way to achieve this is to teach students and young adults efficient and effective uses of social media. We have already begun gathering data on U-M students’ social media habits and will use this data to form a curriculum for an interactive seminar to inform students about the benefits of social media, but to instruct them on how to avoid bad social media habits.

Our short term goals include hosting a “beta trial” of sorts to gauge students interest and whether or not they feel like this is an important issue as well. The date for the event is set for April 7th from 4:30-5:30 PM. Our long term goals involve implementing an educational program in the freshmen orientation program. We hope that the introspection our event prompts will have a lasting impact on the community, enriching students experiences during their time here as well as benefit those who attend the event and the people that surround them. We are asking for this money from the BLI in order to accomplish our goals.

This sentence is very important! But, the applicant failed to mention how the BLI funds would help the project achieve its goals.

Proposal and BLI Habits Integration:

Our project aims to instill BLI habits in the project founders as well as everyone who is impacted by the initiative. The first is to “Start Small”. We are hoping for around 25-30 participants in the beta trial, but hope to reach thousands of students in the long-run. We are starting where we are, with students we know and have connections with in order to gain the information we are seeking, and we expect many of the attendants at the beta trial to have heard about the even through the initial survey.

We are building a team, internally and externally. We have come together, all from different walks of life to work on an issue we all feel is important to our society. All the members in the initial group come from different backgrounds and thus bring different valuable skills and experiences to the table. We are combining these skills and experiences to create this movement and learning a lot from each other in the process.

We are reaching out to different stakeholders to seek their assistance in our endeavors. If this is to become an ongoing, ever-evolving program that it must be in order to fulfill its purpose, we expect there will be many challenges in building the momentum that a movement needs, as well as when it is time to pass on the gauntlet, so that the movement does not end with our graduation, but continues to grow and expand. This project is intended to go beyond the BLI Leadership Lab, and engage the community at large. After the event we will pause and reflect on the impact that the event has had on ourselves and the community, which we hope to be positive. We hope that the Barger Leadership Institute will be able to assist us in our endeavors.

The Habits are definitely present in this section, but should be articulated more clearly.

Implementation:

To implement this community discussion workshop, we first needed to gauge the interest and what message would be the most effective with the student body. We did this by sending out a survey to all the groups we’re affiliated with, receiving feedback about opinions on societal and personal social media usage as well as interest in attending an “interactive community discussion on social media usage.”

As of March 29, we have already garnered 173 responses from students in different organizations. We had asked in our survey if the participants would like to participate in our “community discussion,” and was extremely encouraged by our results: 85 people (49.1%) said they might attend, and 28 people (16.2%) said they would attend. From the feedback we garnered, we are on track to creating our presentation around these statistics and others that we research on the side, which will hopefully be interesting to the students and prompt further questioning and discussion.

In order to garner more interest for our event, we will be posting flyers around campus as

*Pay attention to the word choice and syntax of this proposal.
What in the vocabulary and grammar persuades the reader that this project deserves funding?

well as online via social media (Facebook event) and email. We already contacted UX Design Clinic in the School of Information regarding possibly creating a few poster designs for us, and are still waiting to hear back from them.

We've already managed to reserve the first floor library common space for free, and have decided on the necessary logistics (see Budget). Our main goal from now until April 7th is to compile the necessary statistics and create a message and a set of questions for our discussion.

Evaluation Plan

How we determine the overall success of this venture will, first, depend on whether or not we can make this event happen. The implementation of this community discussion would not only be a testament to our hard work these past few weeks, but also our growth as leaders, so once we see the people start streaming in, then we already know we've succeeded. Second, if thirty people show up to the event, then we will consider our marketing campaign a success, and believe that our initiative has enough potential to be expanded upon. Third, we plan on having the participants take a pre-event and postevent survey in order to keep track of their opinions on the issue before the event and after the event. If at least one person walked away feeling like they obtained some valuable insight on social media usage and are convicted to not only change their social media habits but also advocate this message and initiative to others, then this will indicate that our overall initiative is a success.

Timeline/ Budget:

April 2nd - Produce flyers and posters for upcoming seminar

April 3rd - Post flyers and posters to advertise seminar

April 7th - Hold Interactive Seminar (Projected setting of seminar - Shapiro Undergraduate Library)

In order to successfully put on this interactive community discussion, adequate advertisement is crucial. We are printing our promotional flyers and buying our posting supplies from Staples at the cost of \$10.60 and \$8.03 respectively. These items will need to be purchased by Sunday, April 2nd in order to get them ready for posting the following Monday. Additionally, most campus events include incentives for students to attend; therefore, we are providing food and beverage-- 9 pizzas from Little Caesar's and 2, 24-packs of water bottles from Kroger at a cost of \$57.24 and \$6.36 respectively. The pizza will need to be purchased the day of the event, April 7th, and the water can be purchased day of or any day prior. All of our expenses include tax and are quantified for a projected attendance of about 30 students. In short, we are requesting \$82.23 from BLI to cover these costs to hold the strongest event possible.

Sometimes your timeline will be threadbare, but this proposal demonstrates well how an excellent grant proposal will go into great detail to describe how the requested funds will be used.

Always state the exact amount you are requesting from the BLI!

Detailed Budget Table:

The Engage Initiative Detailed Budget				
ITEM	VENDOR	UNIT PRICE	QUANTITY	TOTAL (+ tax)
Scotch Shipping Tape	Staples	\$3.79 (+ tax)	2	\$7.58 + \$0.45 = \$8.03
Advertising flyers	Staples	\$0.04 (+ tax)	250	\$10.00 + \$0.60 = \$10.60
Pizza (8 slices/pizza)	Little Caesar's	\$6.00 (+ tax)	9	\$54.00 + \$3.24 = \$57.24
Water Bottles (24-pack)	Kroger	\$3.00 (+ tax)	2	\$6.00 + \$0.36 = \$6.36
			GRAND TOTAL	= \$82.23

This is an excellent table - descriptive, aesthetically pleasing and thorough in every sense.