



Resiliency Initiative

Campaign Grant Proposal Submission

SAMPLE APPLICATION TEMPLATE

1. Applicant details

Name of applicant	
Organization's main area of work	
Website and social media pages	
Location	
Primary contact person- name and email	

2. Campaign proposal

Campaign title	
Grant amount requested (max USD 5,000)	
Location	
Dates	

<p>Context and summary Please describe the proposed campaign and how it responds to the Resiliency Initiative and your organization's objectives and the problem issue the campaign aims to address</p>
<p>Objectives (What) Please define the communications objective of the campaign and expected results</p>
<p>Audience (Who) Please provide information on the targeted audience and beneficiaries</p>
<p>Method (How) Please describe the campaign methodology and specifically the activities planned under the campaign</p>

<p>Risks and mitigation measures Please identify the potential risks for the campaign and describe the measures put in place to mitigate them</p>
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3. Workplan

Main planned activities	Indicator for expected results	Budget	Implementation period



ADDITIONAL INFORMATION

Criteria for selection

Campaign proposals will be rated on the extent to which they:

- seek to tackle identified cases or trends of violence, tensions between groups, discrimination, intolerance, extremism, or other related challenges
- are innovative, imaginative and creative
- incorporate tools and techniques introduced during the training modules or from the Resiliency Initiative site
- are a new approach for the organization
- are well thought-through, with a clear and well-thought-out communications strategy
- can be promoted and shared with the Resiliency Initiative network and the website

Proposals will be rated and considered accordingly. Note that the final provision of awards will be dependent on compliance with financial due diligence and reporting.

Further considerations

- Who would benefit from this social media campaign and how?
- What are the main objectives and the longer term outcomes? Are they clear, achievable, and relevant?
- What would success of the campaign look like?
- Are there specific activities that we can expect?
- What are the timelines and frequency of your activities, posts, etc.?
- What are the roles and responsibilities of those involved? Especially if you are cooperating with another organization, what are the complementing strengths of each?
- What resources are needed? How will it be effectively and efficiently used?

Support provided by The Resiliency Initiative for selected campaigns

- campaign funding grant
- Targeted technical support and coaching on campaign design, mobilization, implementation, monitoring and evaluation, to be discussed with campaign managers
- Promoting and sharing of campaign by the Resiliency Initiative network and the partnership organizations – Meta and The Asia Foundation

About The Resiliency Initiative

The Resiliency Initiative is a partnership between Meta and The Asia Foundation. The Initiative works at the local level to build resilient communities across the Asia-Pacific region. The project is designed to promote tolerance, strengthen interfaith and interethnic understanding, and counter violent extremism using online tools and community networks. For more information, please visit:

<https://resiliencyinitiative.org/>