**AWE FY25 Proposal**

**\*\*Please limit your proposal to no more than four (4) pages, using Calibri 12pt font. Proposals will be assessed on a 100-point scale as outlined below. For pages 2-3, please delete the prompt questions before submission.**

**Country:**

**U.S. Embassy (include Consulates, if applicable):**

**AWE Public Affairs Section contacts:**

**Total AWE Budget:**

**ECA Funding:**

**Cost Share Amount/Source 1 -** *This is the amount that Post or other public or private sector entities will contribute in support of the program (if applicable)***:**

**Cost Share Amount/Source 2 -** *This is for amounts from other public or private sector entities NOT listed in Cost Share 1. Please differentiate whether these are cash contributions or in-kind support (if applicable):*

**Cost for ECA, per participant:**

**Name of Grantee(s):**

**SAMS Overseas Fiscal Data (FAIN and FA #s):**

|  |  |
| --- | --- |
| **Program Type (Traditional AWE program, Regional AWE Summit, Single-Country AWE Conference, Bilateral AWExchange. Please list all that apply.)** |  |
| **Projected Locations** |  |
| **Projected Number of Cohorts** |  |
| **Projected Total Number of Participants** |  |
| **Projected Number of Facilitators** |  |
| **Projected Number of USG Exchange Alumni Involved** |  |
| **Number of AWE Alumni to Date:** |  |
| **Program Format (In-Person, Virtual, or Hybrid)** |  |
| **Anticipated Launch Date(s)** |  |
| **Anticipated Graduation Date(s)** |  |

**Executive Summary**

**Please summarize your program in five sentences or less by stating the overarching objective of the program. Present a concise summary of key areas of the proposal, i.e., composition of proposed cohort(s), brief mentions of primary facilitator/implementing partner and alumni engagement efforts, involvement of key external partners, and any other notable or innovative programming approaches.**

**Program Design (20 points)**

**Briefly describe the cohort(s). Please include demographic, geographic, and other characteristics of your target audience, including timeline if you plan on staggering additional cohorts. If you are implementing more than one cohort, indicate if the cohorts will be different.**

**Describe your target participants: business owners vs. non-business owners, education level, age range, geography, ethnicity, and business sector.**

**Describe what qualifies your selected facilitator. Please include experience, connections with business and entrepreneurship, and other characteristics.**

**Describe your “Locations and Logistics”: where in-person or virtual sessions will be hosted, how complete participation can be ensured, and what participants need (space, technology, travel coordination, etc. If establishing new cohorts, indicate whether your Post will use DreamBuilder, 100 Million Learners, or both.)**

**Describe your "Recruitment and Selection" process: suggested criteria of application, format, communication, and other details. Include (if available) review strategy, timeline, and communication of participant selection.**

**List any U.S and local partners (NGOs, private sector, government) and describe how they will augment the experience for participants.**

**Provide approximate timelines for your program. Posts are encouraged to begin programming by September 2025.**

**Alumni Engagement (20 points)**

**We encourage proposals that foster greater alumni engagement and ensure USG exchange alumni play a significant role with each cohort. Please provide an estimate of how many USG exchange alumni will be involved in the program as facilitators, mentors, speakers, or partners. Include proposed activities specifically seeking to strengthen the local or regional AWE alumni community and sustain gains from previous AWE programs.**

**Communications and Outreach (20 points)**

**Describe your “Communications and Outreach” plan. This can include communications strategies for generating engagement with AWE graduates, social media presence, media outreach, and any other post-specific communication ideas. How will readership and engagement with AWE-related communications be monitored? ECA will provide a logo and additional AWE communications materials.**

**Monitoring and Evaluation (20 points)**

**Describe your post-specific "Monitoring and Evaluation" plan and note how impact and results will be communicated to ECA. What tools will be used and at what intervals of the project? Is there a plan to assess long-term metrics among AWE alumni? For returning posts, please list key programmatic highlights from FY24 AWE programming. For all posts, please include benchmarks you will use for FY25 highlights. Note, ECA will provide required post-program surveys.**

**Budget (20 points)**

**Please fill out the** [**AWE FY 2025 Budget Template.xlsx**](https://usdos.sharepoint.com/%3Ax%3A/s/ECA-AcademicPrograms/GlobalEd/AWE/EaKeplb_lPxAjdkIAaKmzi0B4yyvyulTqcPLdrESv63KCg?e=S6DJUL)**. Include the required Budget Narrative (see tabs).**