



## **OXO “1% for the Planet” Grant**

### Project Description Preview

You are welcome to use this template to prepare your responses for submitting your OXO “1% For The Planet” Project Description. Please note that all project info must be submitted online, and that this is a preview of questions and may differ from what is asked on the online application.

**When you are ready to submit your project information, visit: <http://bit.ly/OXO1PercentForThePlanet>**

Once submitted, OXO will review your proposed project details and will contact you to discuss any revisions. Once finalized, you will receive instructions to review and sign an agreement to formalize your grant.

### CONTACT & ORGANIZATION INFORMATION

- **Contact information**
- **Organization Legal Name, Mailing Address, and Tax ID**
- **Organizational Mission** (1,000 character max): What is the mission statement of your organization?

### PROJECT DETAILS

- **Project Title**
- **Need for Project** (2,000-character max): One concise paragraph please.
- **Who will benefit from this project?** (2,000-character max): 1 concise paragraph or list of bullet points.
- **What are the project objectives?** (2,000-character max): 1 concise paragraph or list of bullet points.
- **What are the specific activities taking place that will fulfill project objectives?** (2,000-character max): 1 concise paragraph or list of bullet points.
- **What are the projected quantitative project outcomes?** (2,000-character max): List of bullet points and include estimated outcome numbers please.
- **What are the projected qualitative project outcomes?** (2,000-character max): List of bullet points please.
- **OXO Project Timeline** (2,000-character max): Please outline a basic timeline for your project, including milestones and significant tasks identified in your proposal. Be sure to identify specific events and planned dates.
- **OXO Project Budget** (2,000-character max): Describe your project budget. Please format as a line-item budget by hitting enter after each expense with a total at the bottom. For each line item, provide the following information:
  - Dollar amount
  - Use of funds - ex. staff salary, program supplies, marketing, etc.
  - 1-2 concise sentences explaining how funds will be used

- **Upload an organization logo** (10 MB max)
- **Upload program images** (10 MB max): Please upload a few high res images that illustrate your project scope. The more you can upload, the better! Images will be used by OXO's marketing team to promote the project externally.

#### PROJECT PROMOTIONS

- **Project Promotion On Social:** Provide information for each of your organization's social channels (Facebook, Instagram, Twitter, LinkedIn, etc.). Please be sure to include all channels you will use for promotion specific to this project. **Please only report on posts that will acknowledge/tag OXO.**
  - Name of social channel
  - Profile handle
  - Current number of followers
  - How many individual project posts through each channel?
  - Estimated number of impressions per post
  - Total number of estimated impressions through each channel
- **Social Hashtags:** Please list the hashtags you will use with your project social posts. If none, please put N/A in the field.
- **Newsletter Project Promotion:** Do you plan on promoting this project in a newsletter and acknowledging OXO? If so, please answer the following three questions
  - Newsletter open rate
  - Newsletter click rate
  - Newsletter number of subscribers
  - How many newsletters will you send that promote the project and OXO's support
- **Upcoming Social Media Campaigns:** Does your organization have any upcoming organization-wide social media campaigns? Please tell us about your campaign(s), such as messaging, timing, and other details. Please report on any upcoming organizational social campaigns, such as large annual events or fundraising campaigns. They do not have to be specifically about your OXO project.