Assessing, Preventing, and Addressing   
Digital Abuse

**Strategy 3.2: Understanding Digital Abuse Prevention**

**Proposal Narrative Template**

# Proposal Deadline: May 7, 2015, by 11:59 PM PT

This template is provided as a guide to the information we would like to see in each proposal.

# General Criteria for Proposals:

* 6 pages maximum
* Well-written and jargon-free
* Put the organization’s name in the header of each page

# Project Requirements (from RFP):

* We expect to fund multiple projects with diverse budgets up to $100,000. Exceptional projects outside this range may be considered.
* Projects must implement and evaluate an evidence-based digital abuse prevention program. Projects may be a pilot program, may involve scaling a pilot program for a wider audience, or may be continued implementation of an existing prevention program.
* Projects can test new prevention strategies, but proposals must include a theory of change or evidence base to support the proposed strategies.
* Projects can address any form of digital abuse, including stalking, harassment, cyberexploitation, or cyberbullying.
* Proposed projects must include a method and plan for evaluating the effectiveness of the prevention strategy. Evaluation may represent up to 15 percent of the project budget. See Evaluation Requirements on page 11.
* Projects must substantially and primarily benefit people residing in the United States.
* We cannot fund litigation or lobbying.

### Priority Projects

The Foundation will entertain all proposals that meet the basic project requirements outlined above. However, the Foundation has particular interest in projects that address cyberbullying, cyberstalking, or digital domestic violence.

# Proposal Narrative Questions

The following bullet points are provided as a guide. You may use them as headers for the narrative or use your own format for the narrative.

* What problem is the project trying to solve? Which form(s) of digital abuse do you intend to address?
* How will your project help solve this problem and why is this the best approach to take? IMPORTANT - Be sure to include a brief summary of the evidence base for this approach and/or past program evaluation results.
* What do you know about the effectiveness of this approach?
* What are the project activities?
* Who will the project serve?
* Does your organization have experience implementing this type of project? If so, please describe this experience.
* What results have you seen from work already done related to the proposed project? What results will additional funding allow you to achieve?
* Does this project substantially and primarily benefit people residing in the United States?
* Evaluation: Attach a 1-2 page evaluation plan with your application (does not count towards 6-page proposal limit). See Request for Proposal for requirements.