**Applying for Public Diplomacy Grant Funding**

**Frequently Asked Questions**

**What kind of projects is the U.S. Mission to China looking for?  What does a strong proposal look like?**   
The Notices of Funding Opportunity (NOFOs) provide detailed descriptions and application instructions.  Please read them carefully.  Our selection committee will be looking for projects that are well-planned and achievable, with clearly described goals and anticipated impact.

**Do I have to apply for the maximum amount allowed?**

No.  Proposals for relatively smaller amounts of money will be evaluated against the same criteria as proposals for more ambitious projects.

**I have applied before, but my project was not selected.  Can you tell me why?**

We receive many more proposals each year than we are able to fund, and as a result, we may have to pass up many excellent projects.  While we cannot provide detailed feedback on each proposal, we do encourage previous applicants who have a project idea that responds to our current NOFOs to apply again.

**What is the most common reason proposals are not selected?**

There is no single answer to this question.  We receive many more proposals each year than we are able to fund, and as a result, we have to pass up many excellent projects.  However, there are other common reasons why proposals may not be selected.  For example, some proposals are disqualified for technical reasons:  the application is incomplete, or the project proposes activities that are ineligible for funding.  Some suggest projects that are good ideas but are not related to the themes described in the NOFO.  Others do not clearly describe the project, how it will be carried out, by whom, and what impact the organizers expect to have.  Some proposals include budgets whose costs are unreasonable or unallowable.  The best way to avoid these problems is to read the NOFOs carefully and follow the instructions.

**Are you more likely to choose a proposal from an organization, or an individual?**

We welcome proposals from both organizations and individuals.

**Can an organization or individual submit more than one proposal for different projects under the same NOFO?**

Yes.

**According to the NOFOs, projects should generally last 12 months or less.  When should my proposed activities begin?**

Activities under any funded project should begin before September 30, 2022.

**What should my budget look like?  What kinds of expenses are allowed?**

Please follow instructions in the NOFO.  Note that alcoholic beverages cannot be purchased with grant funds.

**When will I find out if my project will be funded?**

The review process begins after submission deadline and normally takes several weeks.  We will notify every successful and unsuccessful applicant by email.

**If my project is selected, how will I receive the grant funds, and when?**

Funds are disbursed by electronic transfer according to a schedule that will be outlined in the award document.

**Will the Embassy help me implement my project?**

A successful proposal will demonstrate an applicant’s ability to carry out activities independently.  However, should the Embassy determine that a proposed project requires a certain level of involvement by the Embassy in implementation,  then the grant may awarded in the form of a [cooperative agreement](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.grants.gov%2Flearn-grants%2Fgrant-policies%2Ffederal-grant-cooperative-agreement-act-1977.html&data=04%7C01%7CBistranskySJ%40state.gov%7C4821f3509bfc445d76d208d9ffe0a566%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637822162571024981%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=jcdJDZFGfVucFTFPNaAHuO1%2BtodgQZX4pZ62yPAxIUo%3D&reserved=0).