

# NATIONAL GEOGRAPHIC SOCIETY STORYTELLING GRANT APPLICATION PREPARATION

## PREPARATION MATERIALS

**Please note:** This application is for preparation purposes only and these questions are provided as a reference for developing your proposal. All applications must be submitted through our online application system. We do not accept mailed or emailed applications.

**How to use:** This document is meant for people with intermittent access to the internet. Download this document then prepare your answers here or in a separate digital document. When you are ready, visit the <https://www.nationalgeographic.org/grants> portal to submit a proposal through the online application system.

## APPLICATION STEPS

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# PROJECT DESCRIPTION

In the online application you will be asked to enter the following information about your project.

Required info\*

**Title of Project\***

(Short, descriptive, and free of jargon)

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**Project Start Date\***

(This date must be at least six months from the date you submit this application.)

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**Fieldwork Start Date & Fieldwork End Date**

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**Project End Date\***

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**Fieldwork Locations (You may specify up to 3)\***

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**Fieldwork Latitude\***

(You will be asked to enter the latitude coordinates of the geographic location of your primary fieldwork location, in decimal degrees (not degree-minute-seconds format). Be sure to note north and east coordinates as positive values, and south and west coordinates as negative values. )

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**Fieldwork Longitude\***

(You will be asked to enter the longitude coordinates of the geographic location of your primary fieldwork location, in decimal degrees (not degree-minute-seconds format). Be sure to enter north and east coordinates as positive values, and south and west coordinates as negative values.)

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**The primary focus you've chosen for your project is:**

(Conservation, Education, Research, Storytelling, or Technology)

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**The secondary focus of your project (if applicable) is:**

(Conservation, Education, Research, Storytelling, or Technology )

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# PROJECT DESCRIPTION

Please enter the following information about your project.

**Please choose one National Geographic Society Lens with which to associate your project below. Our three Lenses include:**

**Wildlife** (includes species-focused projects and the local evolutionary and ecological processes that sustain them)

**Changing Planet** (includes projects that focus on our Earth's dynamic terrestrial, marine, and freshwater ecosystems)

**Human Journey** (includes projects that aim to learn more about who we are and what our future will be on this planet)

**Lens:**\*

( e.g. Wildlife, Changing Planet, Human Journey)

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**What is the Discipline/Field of Study for the project? \***

( e.g. Biology, Conservation, Geography, Women's Studies)

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**Project Summary\***

(Summarize your project in 1500 characters or about 200 words. Include your goals/objectives, anticipated results, and any broader significance. Avoid jargon.)

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**Do you or your Team Members already have any media commitments or interest for this project? This includes media commitments already held by your home institution or other funding bodies.\***

(Up to 4000 characters or 500 words)

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**Please describe your special qualifications, certifications, or credentials relevant to this project.**

(Up to 4000 characters or 500 words)

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**Total Project Budget\***

(This amount should reflect the total scope of the project, including the amount requested from National Geographic Society and all other funding sources. You will be asked to provide additional budget information on the Budget Details tab.)

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# PROJECT LEADER INFORMATION

You will be asked to enter the following additional information about yourself (the applicant) as the proposed leader of this project (as the applicant, you must be the Project Leader; the Project Leader must apply for funding in her/his own name).

**Project Leader Name\***

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**Salutation\***

(e.g. None, Mr., Ms., Mrs., Dr., Prof.)

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**Country or Area of Primary Citizenship\***

(You may specify up to 3)

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**Country of Primary Residency\***

(Including territories, dependencies, contested territories.)

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**If you are a citizen or resident of the United States, please indicate your race/ethnicity\***

(You will be asked to choose from this list: None, Not a U.S. citizen, American Indian or Alaska Native, Asian American, Black or African American, Hispanic, Latino, or Spanish origin, Middle Eastern or North African American, Multiracial American, Native Hawaiian or Other Pacific Islander, White, Other race, ethnicity, or origin, Unsure, Decline to answer)

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**Date of Birth\***

You must be at least 18 years of age at the time of application submission.

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**Gender Identity\***

(Options include: None, Female, Male, Decline to Answer, Other Identity)

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# PROJECT LEADER INFORMATION

Please enter the following additional information about yourself (the applicant) as the proposed leader of this project (as the applicant, you must be the Project Leader; the Project Leader must apply for funding in her/his own name).

**Current Position or Job Title**

(e.g., Professor, Conservationist, Freelance Photographer)

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**Institution/Organization**

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**Department**

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**Primary Language\***

(Please note: the quality of your grammatical language expression is not a determining factor in awarding a grant.)  
( e.g. English, French, Spanish)

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**What other languages, if any, do you use for professional communication?**

(You may specify up to 3.)

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**Highest Degree Awarded\***

(e.g. None, B.A., M.A Ph.D. You may specify up to 3.)

**Department(s)/Major(s)\***

(Up to 255 characters)

**Year(s) Awarded\***

**School(s)\***

(Up to 255 characters)

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**If awarded, will you accept grant funds to your personal bank account (individual) or through an affiliated institution?**

Please note that if you are accepting funds through your institution, you must complete the Institutional Grant Agreement provided at time of award with your institution and provide their payment information.

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# PROJECT DETAILS

Describe the project details, background, goals and methodologies.

## Background and Relevance\*

Introduce your project, including the issue you want to address. Tell us why the issue is important and to whom. How will your project add to our understanding of the subject matter? Compare your project with the existing work of other storytellers and scientists who have covered or published similar ideas. How is your project different from those efforts? Explain why you are the best person to tell this story and how your idea represents a fresh story angle or approach.

(Up to 4000 characters or 500 words)

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## Goals and Objectives\*

(What do you plan to accomplish with this project and what is the story you will tell? Provide specific details regarding the Who/What/When/Where/Why/How of this project. "Who" should identify the specific audience for whom this project is intended; the general public is not an appropriate audience. State who or what is the primary beneficiary of your project.

(Up to 4000 characters or 500 words)

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## Methodology Details\*

How will you accomplish this project? Detail the methods, tools, and techniques you will use to tell this story and why these methods are the best choices. Note any unique technologies or storytelling approaches you plan to use. Indicate which communities or locations you will visit and why. If appropriate, specify the anticipated number of participants.

(Up to 4000 characters or 500 words)

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## Methodology Justification\*

Please describe why you think the activities you have planned will achieve the result(s) you expect. Include any assumptions necessary for this project to succeed (e.g., critical relationships or external factors outside of your control). If you will interview or document human subjects as a primary component of your project, how will you gain access to these communities, build their trust, and respect their wishes in your final products? Specify the anticipated number of participants.

(Up to 4000 characters or 500 words)

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## Summary of Outputs and Results\*

Please summarize and describe the relevant outputs you expect to produce (e.g., book, website, magazine story, map, documentary, speaking series, multimedia campaign). Include the changes you expect to result from these outputs and specify who/what will benefit. Explain how you intend to inspire the specified audience to enact beneficial changes in awareness, attitudes, or behaviors.

(Up to 4000 characters or 500 words)

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## How do you plan to disseminate your results and to whom?\*

How do you plan to disseminate your work, and to whom? Note, National Geographic Society cannot promise that grant results will be published on any National Geographic media platform. (Up to 4000 characters or 500 words)

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## How will you evaluate your work and results? Please list the indicators you will use to monitor progress toward your goal(s).

(Up to 4000 characters or 500 words)

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# PROJECT DETAILS

Describe the project details, background, goals and methodologies.

## External Capacity Development\*

Please describe how your project contributes to the socioeconomic or professional development of local students, community members, collaborators, or other individuals through education, training, mentoring, or other methods. If not applicable, write Not Applicable (N/A). (Up to 4000 characters or 500 words)

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## Works Cited\*

Include any bibliographic information to support the research or stories you reference in this application. Links to your portfolio that demonstrate your ability to execute the current proposal are required. (Up to 4000 characters or 500 words)

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# PROJECT MEMBERS

Provide information for other individuals whose roles are critical to the proposed project, including local collaborator(s) if you are working in a country other than your own. You can include up to five people.

Note: Please DO NOT list yourself as a team member.

**First Name\***

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**Middle Name**

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**Last Name\***

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**Email\***

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**Local Collaborator?\***

(if you are working in a country other than your own.)

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**Co-Project Leader?\***

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**Project Role/Relevant Skills\***

(Team member project role and skills relevant for carrying out the project.)

(Up to 4000 characters or 500 words)

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**Current Institution**

(Up to 255 characters)

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**Department**

(Up to 255 characters)

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**Highest Degree Awarded**

(e.g. None, B.A., M.A Ph.D)

(Up to 255 characters)

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**Country or Area of Primary Residency\***

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STEP 5

# BUDGET DETAILS

You will be asked to enter the budget information you are requesting from NGS in the online application portal. See below for example budget chart.

**Year Selection**

Start Date:

End Date:

[Generate Budget](#) [Clear Changes](#)

**Budget**

| Parent Category | Grantee Budget Category                 | 2018                           | 2019                           | Total         | Justification        |
|-----------------|---|--------------------------------|--------------------------------|---------------|----------------------|
| Travel          | Airfare                                 | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Travel          | Vehicle Rental and Maintenance          | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Travel          | Other Transportation                    | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Lodging/Food    | Lodging                                 | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Lodging/Food    | Food                                    | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Equipment/Lab   | Equipment & Supplies                    | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Equipment/Lab   | Laboratory Costs                        | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Equipment/Lab   | Laboratory Tests                        | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Compensation    | Applicant and Team Members Compensation | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Compensation    | Assistants and Consultants Compensation | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Evaluation      | Measurement and Evaluation              | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Other           | Institutional Overhead                  | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| Other           | Miscellaneous                           | <input type="text" value="0"/> | <input type="text" value="0"/> | \$0.00        | <input type="text"/> |
| <b>SubTotal</b> |   | <b>\$0.00</b>                  | <b>\$0.00</b>                  | <b>\$0.00</b> |                      |

# OTHER FUNDING SOURCES

You will be asked to list the amounts of support already received for this project from individuals or institutions other than the National Geographic Society (up to 3). If you have more than three additional sources please list the three main sources of funding. Please list each current funding source by clicking the "New" button and filling in pertinent information.

**Name of additional funding source:**\*

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**Funder category:**

(e.g. None, Foundation, Trust, Government, Entity, Educational Institution, Individual donors, Corporate donors, Crowdfunding, Non-governmental organization, Other.)

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**Please describe the support received:**

(e.g. flights for two team members)  
(Up to 4000 characters or 500 words)

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**Amount received:**

(In U.S. dollars.)

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# EXPECTED OUTCOMES

To assist National Geographic in better understanding the goals of your project, you will be asked to individually name and categorize the results and outputs your project is setting out to achieve. You will be expected to report back on these results at the time of your final report, if you receive funding.

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**Output / Result Category\***

(e.g. None, Documentation, Products, or Publications, Discoveries or Innovations, Area or Species, Protected, New or Improved Understanding, Individuals with New or Improved Knowledge, Other)

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**Output / Result\***

(In the online application a list of results will change depending on your Result Category selection. If no category is appropriate, You will be asked to select other and specify. Note that you may only specify one result per entry, to enter multiple results you will be asked to create multiple entries.)

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**Brief Details of the Output / Result\***

(Describe this result in one sentence. Longer summaries should be included prior in the application.)

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**Number of Output / Result\***

(To the best of your abilities please indicate how many of the expected output/result your project will produce. Please note that the online application will only accept numeric entries.)

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**Please repeat this process for each expected result of your project.**

# ATTACHMENTS

You will be asked to upload attachments. NOTE: Individual file size may not exceed 1 GB.

## Upload Video\*

In a short video, tell us (1) how your project will make a difference in your field, (2) what makes your work interesting, and (3) how this project will contribute to your growth as a leader in your chosen career. The video is intended as an opportunity to propose your idea in a less formal way than a traditional written proposal, and it helps us gauge your current ability to communicate your idea.

Videos must be no longer than 2 minutes. Reviewers will not watch more than 2 minutes of video per applicant. Speak clearly and directly into the camera. Feel free to use notes, but please film in front of a plain (not distracting) background in a quiet location.

You can use your laptop or cell phone camera. Place the camera at eye level (horizontal orientation) and roughly arm's length away. Look directly into the camera (not down or up), and if you have an external microphone, please use it and place it a few inches from your mouth.

Pretend you are explaining your work to your friends and family members. However, we only want to see you on camera, so do not include footage of anyone or anything else.

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## Please upload a C.V. or Resume\*

To upload, download the file from your device to your computer, press Choose File to select the appropriate file, and press Upload.

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## Image Upload (You may upload 2 additional files)

If applicable, you may upload additional images, maps or figures. If uploading a photo, include photographer credit in the space provided.

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# ETHICAL CERTIFICATION

National Geographic Society has zero tolerance for bribery and corruption, and complies with all applicable laws prohibiting such conduct including the U.S. Foreign Corrupt Practices Act and the U.K. Bribery Act. Grantees may not: offer or give anything of value to a government official or any other person as an incentive to, or in exchange or as a reward for, obtaining an improper advantage for National Geographic; or give, offer, solicit or accept anything of value that is intended to induce the recipient to violate his/her duty of loyalty to his/her employer. All licenses, permits and other government permissions or approvals required to carry out a grant must be obtained through the lawful, legitimate process of the country where the grant activity occurs.

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National Geographic Society complies with all embargos and sanctions established by the U.S. Department of Treasury Office of Foreign Asset Controls (OFAC). If any work under the proposed grant will be performed in countries including but not limited to Cuba, Iran, Sudan, Syria, North Korea and Crimea, you must consult your legal counsel to ensure that an appropriate general license is available, or a specific license has been obtained, allowing the grant activity to take place. Additionally, the U.S. Department of Commerce must be notified when certain items are exported (including encryption software standard on all computers). You must consult with your legal counsel and comply with all export requirements applicable to the grant work.

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