**UK Aid Match concept note – information about the appeal**

Please fill out all questions provided. This form must be uploaded and submitted alongside your online application on the UK Aid Match application portal. It should be **no longer than 8 pages, in Arial font, and size 11pt.**

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| 1. What is the name of your appeal? |
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| 1. What dates will your appeal run between? (3 month period) |
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| 1. *How much do you expect to raise overall from your appeal?* |
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| 1. How much of the raised funds do you expect will be donations from UK individuals, eligible for match funding? |
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| 1. Will your appeal communications focus on one or more specific countries? If so, please name them. Your appeal must not focus on a country that is not eligible for UK Aid support. |
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| 1. Does your appeal form part of, or coincide with, any other campaign your organisation will be running directly before, after or during your appeal? If so, please give details. Please mention if this includes a government petition. |
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| 1. Please provide a brief outline of your UKAM match funded project in 100 words. |
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| 1. How will public donations be spent (if not on the UK Aid Match project)? |
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| 1. UK Aid Match grant funding cannot be used for any appeal related expenses including communications during the appeal and for the communicating success period. Please confirm you understand. |
| **Yes/No** |

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| 1. Please provide examples of messaging you will use to communicate your appeal to the public and ask for their support. You could supplement this with examples of messaging from similar previous appeals you have run if you haven’t worked up your UKAM specific messaging yet. |
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| 1. Please provide a brief outline of your appeal plans (approx 200 words), mention important moments for engagement or activities you will include to engage the public. |
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| 1. Will your appeal include any digital fundraising mechanisms or activities which represent a new, creative or experimental approach for your organisation? Briefly describe what this will involve here. |
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| 1. Please briefly outline the support you will receive from your pro bono communications partners. What channels do they offer and how will they help you achieve your objectives? |
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| 1. Please confirm that you and your communications partner(s) are committed to using UK Aid Match branding and messaging on ALL appeal communication.   **YES/NO** |

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| 1. Can you verify:   The number of individuals making eligible donations to your appeal;  New donors;  The total amount eligible for match funding?  Confirm that you will collect data on actual opportunities to view and provide examples of coverage and events relating to the appeal. |
| **Yes/No** |

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| 1. Provide the name(s) and brief bio of the staff members responsible for managing your communications and fundraising. Provide 1-3 examples of the experience of your organisation and/or staff running similar appeals. Include details of scale in terms of audiences and fundraising targets. |
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