# About MakeJXN Program and TeamJXN

The **MakeJXN** project offers grants to support, celebrate, and showcase the initiatives of creative people in Jackson. We believe in the power of small incremental projects cumulates to positive change in our city. MakeJXN projects are innovative, non-traditional ideas that focus on current issues and challenges faced by the community, and inspire a diverse group of participants to be more active, involved, and civically-engaged.

**TeamJXN** is Jackson’s leading nonprofit to support innovative ideas, catalyzing community change, and making our city a better place to live, work, play. **Fuse.Cloud** is providing the critical financial support for projects and programs in the early stages of development—when just a small amount of investment has the potential to yield big results in the community.

To support an engaged grassroots effort, the winner will be chosen by the community. A fair will be held at Coalesce on Thursday, July 27th for participants to pitch their idea to community members. The community will vote on the winner that evening.

In addition to the $2,000 to seed the project, TeamJXN will support the project by offering free consultations from our experienced volunteers, assist in the development of a Kickstarter campaign including a launch party, and provide publicity for the project.

# MakeJXN Funding Opportunity

TeamJXN and Fuse.Cloud is asking the community “**What’s your awesome idea for Jackson**? How would you use **$2,000** for an innovative community project?”

Applicants are encouraged to use this opportunity to try out creative ideas that raise **awareness** about innovative new community projects, events, and activities; **engage** people in taking an active role in the civic life of their community; and provide opportunities for motivated community members to assume **leadership** roles. *Eligible applications must propose activities taking place in Jackson during the 2017 calendar year.*

## Deadlines and How to Apply

**MakeJXN applications are due Thursday, July 13, 2017.** Those making it to the next round will be notified by the end of July. If chosen, you must be available on **Thursday, July 27, 2017** for the MakeJXN pitch. If you win, you must be available on **Thursday, August 24th** for the Kickstarter Launch Party.

* **The preferred method for submitting your application as an attachment** to **makejxn@teamjxn.com**

## Information Session and Applicant Support

TeamJXN encourages prospective applicants to attend the **Information Session** to meet with TeamJXN volunteers to learn more about MakeJXN in advance of submitting an application.

* The information session will be held on Friday, July 7th at 7:00 pm at Coalesce (109 N State St, Jackson, MS 39201)

A TeamJXN volunteer can review a draft application up to three days before the deadline to help refine the best proposal for the idea. Submit your draft application via email to **makejxn@teamjxn.com**.

# MakeJXN Grant Application – Basic Information

### Project Information

* Proposed or Working Project Name
* Sponsoring Organization (if applicable)
* Jackson neighborhood(s) where project takes place
* Organization Website (if applicable)

### Contact Information for Project Leader

* Name, Title, Organizational Affiliation (if any)
* Primary Email Address
* Preferred and Alternate Telephone Numbers
* Complete Mailing Address

# MakeJXN Grant Application – Questions

Please directly answer questions 1–9 in approximately 2 pages:

1. **Project Description**: Tell us about your project idea. Provide a statement that summarizes the project for which you are requesting support and what it will achieve. Where will your project activities be taking place? What are the goals and outcomes for this project?
2. **Uniqueness and Innovation**: Describe the unique and innovative attributes of your project. What makes it different from prior efforts or other similar community initiatives?
3. **Target Audience**: Who will participate in your project activities? Describe the target audience that your project will engage. How will this audience participate in your project? How many people will your project reach?
4. **Implementation Plan**: Describe how you propose to implement your project, specifying all relevant activities and events. Include information on how you would structure a Kickstarter campaign.
5. **Leadership Team**: Tell us about the people and/or organizations making your project happen. Who will work on this project and what will they do? What skills and experience do they have that demonstrates that they have the capacity to do this work?
6. **Promotion**: How will you build awareness of your project? What are your plans for promoting, marketing, or advertising?
7. **Timeline**: When will your project activities occur? Provide start and end dates, and add any key dates or milestones for the implementation of your project.
8. **Budget**: How do you propose to use $2,000 from Fuse.Cloud? Provide a budget, including brief notes for each line item. Include the overall project cost, and any other revenues you anticipate.
9. **Write Your Own Headline**:Upon successfully completing your project, what will the headline be when the newspaper writes about it?

### Supporting Materials (Optional)

You may submit up to three (3) letter size printable pages of supporting materials that are relevant to your proposed project. Examples of acceptable materials include images/photographs; drawings, diagrams, or plans; media stories/press clippings; and formal letters of support. Electronic image files should not exceed 2 MB in size. You may also submit up to three (3) video links that are relevant to your proposed project.