Digital Museums Canada

Musées numériques Canada

CALL FOR PROPOSAL 2022

Deadline: December 1, 2022

Please note this document contains the questions of the Small investment stream to help you prepare your proposal.

Only submissions received through the online application platform will be accepted.

Mandatory Criteria (CFP2022)

Projects funded by Digital Museums Canada must meet the following requirements.

Checking the boxes indicates your intention to meet them.

☐ Be produced in both official languages.

☐ The proposal is received before December 1, 2022, at 5 p.m. (EDT).

Exhibit Description

Projects in the Small investment stream tell the stories, past and present, of Canada's communities. "Community" is defined as a group of people who share something such as an interest, history, geographic location, culture or identity.

Relevance (8 points)

Title

1. What is your online project called?

This can be a working title

(Maximum 20 words)

Promotional text:

Provide a brief description (2-3 sentences) of your project.

The DMC could use it if your project is selected for investment.

(Maximum 75 words)

Subject

2. What is your project about?

Describe the subject of your project and explain what you want to say about it. Think about significant people, places, periods, events, activities, discoveries, practices, traditions, movements, issues, etc., past and/or present, and their impact on your community.

(Maximum 150 words)

Target Audience (16 points)

3a. Who is your project for?

Describe the audience(s) you want to reach. Think in terms of a main target audience and, if applicable, a secondary target audience.

(Maximum 250 words)

3b. How do you want your target audience(s) to benefit from your project?

Define outcomes for your audience(s). For example, will the project: Inform them? Teach them a new skill? Connect them to other people? Inspire them to take action? Prompt a change in attitude? Surprise and delight them?

If students are an audience, give the main curriculum competencies.

(Maximum 300 words)

Relevance

4. Why is your project important?

Explain how your project is relevant to your organization, your target audience(s), and the broader community. For example: fills a gap in knowledge about the subject, responds to an audience need, encourages community participation.

(Maximum 500 words)

Storyline (24 points)

5. What story do you want to tell?

Write a storyline that connects all the material to be used in your project, and that brings the story to life for your target audience(s). Think about organizing your story into sections and themes.

(Between 500 and 1000 words)

Content (20 points)

6a. What material will you use to help tell your story?

Describe the content you plan to use, and how it supports your storyline. Content examples: images, archival documents, interviews with community members, audio, video, other media, etc. Estimate quantities for each kind of content (e.g. 6 video interviews) and indicate if the material already exists or will be created for your project.

(Between 500 and 1000 words)

6b. Where will the content come from?

List the sources for the material identified above. Source examples: museums, community organizations, groups or individuals, schools, places of worship, etc.

(Between 500 and 1000 words)

Project planning (32 points)

Project Team

7. What roles will you need on your project team? Who will do the work?

List the roles needed to deliver your project.

For example: project manager, researcher, writer, editor, translator, interviewer, videographer, community consultant, evaluator, test audience, etc.

Identify the people who will fill the roles on your project team.

Indicate their title and place of work, if applicable, and describe their relevant expertise and experience. Include representatives of peoples or groups whose histories are represented in the project. One person can play more than one role. If some roles are not filled yet, explain your plan to fill them.

List up to 15 roles

Role	Person or Group (Name, Job title and Place of work)	Relevant expertise/experience (or Plan to fill role)

Schedule

8a. What are the tasks? How long will it take?

Download the schedule template to create your schedule.
Save the file as: 2022_ORGANIZATION NAME_SCHEDULE.

Make sure it aligns with the project description and budget, and that it is realistic given your organization's day-to-day operations.

Structure it around your planned launch date, and the deliverables and DMC quality assurance reviews associated with each of the three project development phases – production plan, preliminary version (one official language), and final version (both official languages).

Indicate the duration of each task and who will perform it.

Schedule your project to start no earlier than June 2023.

8b. Provide these key project dates from your schedule.

Dates must be formatted as: DD/MM/YYYY

Project start	
Phase 1 – Production plan	
Phase 2 – Preliminary version in one official language	
Phase 3 – Final version in both official languages	
Launch	

Budget

9a. What will your project cost?

Download the budget template to create your budget.
Save the file as: 2022_ORGANIZATION NAME_BUDGET

Make sure it aligns with your schedule.

The lead organization and organizations involved in the project should cover some of the costs. In the "Notes" column, show how you calculated the costs. If quotes are available, include them.

9b. Insert these totals from your budget.

Budget values cannot contain commas or spaces - (e.g. 100000.00)

DMC Investment	15000.00
Lead Organization – Financial	
Lead Organization – In-kind	
Other – Financial	
Other – In-kind	
Total Project Cost	

Support letters (to validate information in the proposal)

- Letters are provided by participating organizations.
- Letters confirm the type and (if applicable) value of the support, align with the project description, schedule and (for financial or in-kind contributions) budget.