

Purpose and Objectives Statement Template

1. Purpose Statement

Describe the primary purpose of the proposal:

Example: "The purpose of this project is to improve digital literacy among seniors in the local community."

2. Background/Need

Briefly summarize the context or problem that necessitates the proposal:

Example: "An increasing number of seniors lack basic digital skills, limiting their access to essential online services."

3. Objectives

List the specific, measurable objectives to be achieved:

Example:

- *To conduct 5 digital literacy workshops for at least 100 seniors within 12 months.*
- *To increase participants' confidence in using online services by 50% (as measured by pre-and post-surveys).*

4. Expected Outcomes

Describe the anticipated results or impact:

Example: "Participants will be able to use email, video calls, and online forms safely and independently."