

# 2024



**GIRLS**  
IN TECHNOLOGY  
LIBERIA

# PROJECT PROPOSAL



## Project Title:

**"Empowering Women and Girls  
Through Digital Marketing for  
Entrepreneurship" (EWGDME)**

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# GIRLS IN TECHNOLOGY LIBERIA

## ORGANIZATION PROFILE

*"Inspiring Tomorrow's  
Tech Girls"*

### ABOUT US :



#### OUR STORY

Girls In Tech Liberia (GITL) is a registered non-profit organization that was founded in 2019 and commenced active operations in 2022.

The organization is committed to bridging the gender gap in technology by providing free computer training and internship programs to women and girls.



#### OUR VISION

Our vision is ambitious: by 2030, GITL aims to educate and empower at least ten thousand women and girls in technology, shaping a more inclusive and diversified tech landscape.



#### OUR MISSION

The mission of GITL is to educate and empower women and girls in technology through our free tech training programs, supported by generous donations.

## OUR PROGRAMS

1

**Education:** We provide tuition-free computer training and capacity-building courses. Through our programs, we equip them with the skills and knowledge they need to thrive in the digital age.

2

**Scholarship:** We offer scholarships to women interested in technology in order to empower them and reduce the gender gap. We get the scholarship via sponsorship, donations, and partnerships.

3

**Entrepreneurship:** We train women for free on how to use technology to establish successful and productive businesses.

4

**Advocacy and Sensitization:** We do Radio, TV, and social media Live streaming tech programs.

## WHY CHOOSE GITL?

Choosing GITL aligns with a commitment to gender equality, technology empowerment, and sustainable development. The organization's impact, transparency, and strategic vision make it a compelling choice for those seeking to support and invest in the empowerment of women and girls in technology.

## CONTACT US

+231-555-866-583 / +231-778-480-845



[www.girlsintechlib.org](http://www.girlsintechlib.org)



[info@girlsintechlib.org](mailto:info@girlsintechlib.org)



S.D. Cooper Road,  
Paynesville, Liberia



# INDICATOR

Train 150 women and girls in Digital Marketing (March – August 2024)

## Sub-Indicators

### Recruitment of candidates based on the following criteria:

- Conduct assessment tests to assess participants' reading and writing abilities through the examination
- Conduct interviews for potential candidates.
- Candidates must have a high school diploma or dropout status.

01

### Training of the participants in six phases:

#### 1-3 Phases, 75 Participants

- **Cohort 1** – 25 girls, Monday and Wednesday, (9-12pm – 3hours, from March to April 2024.
- **Cohort 2** – 25 girls, Tuesday and Thursday (9-12pm – 3hours, from March to April 2024.
- **Cohort 3** – 25 girls, Monday and Wednesday, (9-12pm – 3hours, from May to June 2024.

02

#### 4-5 Phases, 75 Participants

- **Cohort 4** – 25 girls, Tuesday and Thursday (9-12pm – 3hours, from May to June 2024.
- **Cohort 5** – 25 girls, Monday and Wednesday, (9-12pm – 3hours, from July to August 2024.
- **Cohort 6** – 25 girls, Tuesday and Thursday (9-12pm – 3hours, from July to August 2024

03

- Test the participants to ensure competency in the subject matter and employability.

04



**+231-555866583**

info@girlsintechlib.org

# 2024 GITL PROJECT PROPOSAL

"Empowering Women and Girls Through Digital Marketing for Entrepreneurship"

[www.girlsintechlib.org](http://www.girlsintechlib.org)

## EXECUTIVE SUMMARY

Girls In Tech Liberia (GITL) seeks to launch a comprehensive six-month Digital Marketing Training project at its office on S.D. Cooper Road, Paynesville, Liberia.

The initiative is designed to empower women and girls who are high school graduates or dropouts with digital marketing skills, focusing on leveraging technology to establish and enhance their businesses.

This comprehensive training program will span six months, from March to August 2024, conducted four days a week for three hours each day.

## PROBLEM

In Liberia, a notable gender gap persists in the field of digital marketing and entrepreneurship, particularly affecting women and girls. The underrepresentation of females in these sectors hinders the overall economic empowerment and growth of women.

Limited access to digital marketing skills creates a barrier for aspiring female entrepreneurs to establish and promote their ventures effectively. Additionally, the lack of targeted initiatives catering to women and girls in this domain perpetuates the existing disparity.

## JUSTIFICATION

In today's digital age, having a strong online presence is crucial for businesses. Many women and girls, particularly University/high school graduates or dropouts, lack access to the necessary skills to use technology effectively for business growth.

This project aims to bridge this gap by providing targeted digital marketing training, enabling participants to establish and enhance their businesses, thereby contributing to their financial sustainability.



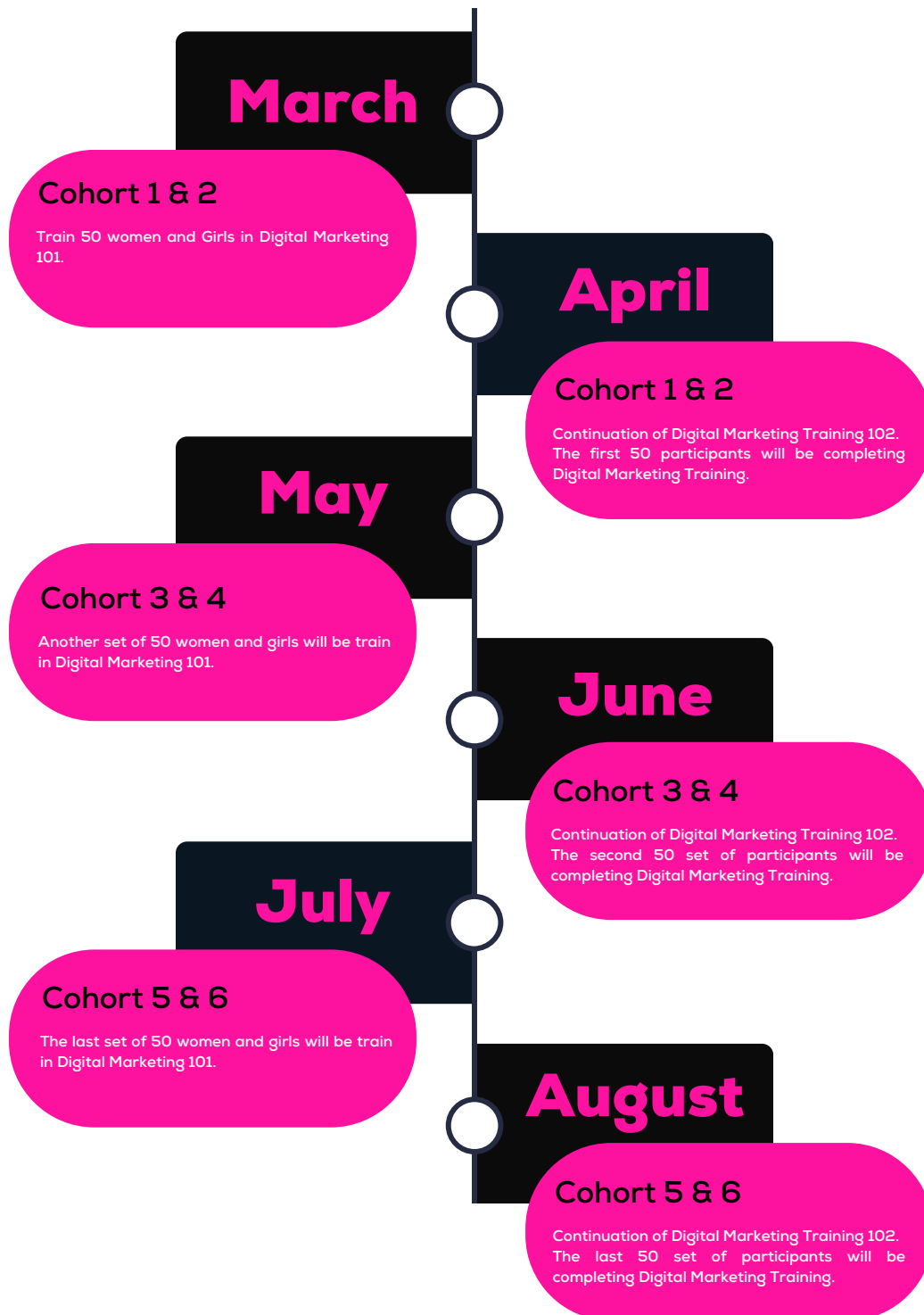
## OBJECTIVES

- Equip women and girls with digital marketing skills to establish and boost their businesses.
- Foster an understanding of technology as a tool for entrepreneurship and online presence.
- Empower participants to leverage digital marketing for economic sustainability.

## ACTIVITIES

- Digital Marketing Essentials: Cover fundamental concepts of digital marketing, including social media marketing, content creation, and online advertising.
- Practical Application: Provide hands-on experience through real-world projects to apply digital marketing strategies.
- Business Development Training: Offer insights into business planning, customer engagement, and financial management.

# PROJECT TIMELINE





# Girls In Tech Liberia 2024 Project Proposal

*"Inspiring Tomorrow's Tech Girls"*

## Geographical Location

The project will be implemented at the GITL computer lab on S.D. Cooper Road, Paynesville, Liberia.

## Conclusion

This project holds the promise of not only imparting valuable digital marketing skills but also empowering women and girls to take charge of their economic destinies.

GITL envisions a future where participants leverage technology to establish and grow businesses, contributing to both individual prosperity and community development.



S.D. Cooper Road



[www.girlsintechlib.org](http://www.girlsintechlib.org)



Paynesville, Liberia

## TARGET PARTICIPANTS



Women and girls who are University/high school graduates or dropouts, aspiring to utilize technology for establishing or enhancing their businesses.

## PROGRAM SCHEDULE



The digital marketing training program will span six months, starting in March 2024 and concluding in August 2024. Classes will be conducted four times a week, with each session lasting three hours.



**Tech Training  
Services**



**High School  
Graduate/Drop Out**



**Target 150  
Women and Girls**

## MONITORING AND EVALUATION



1

### Progress Assessments

Regularly evaluate participants' progress through quizzes, assignments, and practical projects.

2

### Feedback Mechanism

Establish an open feedback system to understand participants' experiences and make necessary improvements.

3

### Impact Assessment

Measure the impact of the training on participants' ability to use technology for business development.

Organization Name: Girls In Technology Liberia (GILT)

Title of Project: "Empowering Women and Girls Through Digital Marketing for Entrepreneurship"

# Project Budget

Location: S. D. Cooper Road, Paynesville, Liberia

Project Start Date: March, 2024

Project End Date: August, 2024

Total Amount Requested in USD\$: \$26,574.00

| DESCRIPTION                               | BUDGET AMOUNT | BUDGET NOTE   |
|---|---------------|---|
| Office and Staff Cost                     |               |   |
| Trainers                                  | \$1,800.00    | 2 trainers @ \$150/trainer/month x 6 months   |
| Facilitators                              | \$900.00      | 2 facilitators @ \$75/facilitator/month x 6 months  |
| Program & Office Staff                    | \$4,500.00    | 3 Staff @ \$250.00 x 6 months   |
| Rent                                      | \$4,000.00    | One Year Rent   |
| Subtotal Office and Staff Cost            | \$11,200.00   |   |
| Specific Programmed Related Cost          |               |   |
| Computer Desks                            | \$750.00      | 10 pieces computer desks @ \$75.00/piece  |
| Chair                                     | \$500.00      | 10 pieces chairs @ \$50.00/piece  |
| Printing of Certificates                  | \$600.00      | Related to trainees   |
| Stationaries                              | \$500.00      | Related to training   |
| Generator fuel and maintenance            | \$1,500.00    | Running of generator to conduct training for 6 months   |
| Subtotal Specific Programmed Related Cost | \$3,850.00    |   |
| Equipment                                 |               |   |
| Desktop Computers                         | \$9,500.00    | 10 pieces - HP desktop - core i5 8GB RAM, 1TB HDD, 64-bit Windows 10 activated. @ \$950/piece |
| Printer                                   | \$850.00      | 1 piece HP MF217dw printer  |
| Subtotal Equipment                        | \$10,350.00   |   |
| Indirect Cost/Overhead                    |               |   |
| Bank charges & commissions                | \$200.00      |   |
| Internet                                  | \$474.00      | Monthly Internet Packages @ \$79 x 6  |
| Contingency                               | \$500.00      |   |
| Subtotal Indirect Cost/Overhead           | 1,174.00      |   |
| Total Budget                              | \$26,574.00   |   |





# Thank You!

**S.D. COOPER ROAD,  
PAYNESVILLE, LIBERIA**



[info@girlsintechlib.org](mailto:info@girlsintechlib.org)



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