



# USPS Educational Fund Grant Request

Cover Page (Attach supporting data as needed)



## TO THE TRUSTEES OF THE USPS EDUCATIONAL FUND:

The undersigned hereby requests a grant from the USPS Educational Fund in an amount and for the purposes hereafter stated:

Name of Organization (grantee): UNITED STATES POWER SQUADRONS

Name of Department or Committee: EDUCATIONAL DEPARTMENT

Name and Title of Responsible Officer: V/C ROBERT J. SWEET, NATIONAL EDUCATIONAL OFFICER

Responsible Officer: E-Mail Address: AEP@MINDSPRING.COM Phone Number: (508) 495-4300

Title of Proposed Project: ABC WEB SITE UPGRADE

Total Amount of Grant Funding Requested from USPS Educational Fund: \$ 15,000.00

### Description of Project (please limit to 300 words):

The americasboatingcourse.com web site has been the primary portal for those seeking to take our on-line course. We are expanding it to be the primary portal for all public boating courses as well as identifying USPS, USPS University, and membership with appropriate links to usps.org. By focusing all of our marketing efforts on this site, we significantly enhance its exposure via search engines. Now that we have one public boating safety course, the whole process of attracting boaters to our programs is significantly easier.

Our research with other boating organizations, trainers, and marine trades clearly emphasizes the web as today's primary marketing portal. We are now focusing our efforts to drive traffic to this site.

We have contracted with a web-site professional organization called Atlantic Webworks, Greensboro, NC after competitive review. To be competitive today, we clearly need professional services as we learned from researching suppliers and web sites.

We ask the Ed Fund to fund our initial activities to upgrade the americasboatingcourse.com web site. The first phase of this activity will upgrade the core site with new graphics and easy navigation. The current activity has been priced at \$9,600. Once that is complete within the next two months, we seek to expand this effort to upgrade key linked educational pages to match the look and feel of the ABC site. We request an additional \$5,400 for that expanded effort for a total requested grant of \$15,000.00.

Estimated Project Budget (total cost, including monies sought from other sources): \$ 15,000.00

Planned Project Completion Date: December 30, 2010

Signature of Responsible Officer: Robert J. Sweet Digitally signed by Robert J. Sweet  
DN: cn=Robert J. Sweet, o=USPS, ou=Ed Dept, email=aep@mindspring.com, c=US  
Date: 2010.01.27 16:21:21 -0500

Date of Written Submission of Grant Request: February 4, 2010

### Conditions of Grant: *The Grantee must accept the following conditions if the grant is made. Failure to comply may result in the disallowance of certain expenses and/or immediate termination of the Grant:*

1. Grantee will send to the current chair of the Trustees a written report of the progress and status of the project 30 days prior to the USPS Annual Meeting and any USPS Governing Board Meeting, plus a final detailed report of the project, including expenditures, when the project is completed.
2. All announcements, publications, and media presentations produced through or for this project will specifically acknowledge the role of the USPS Educational Fund in underwriting the project.
3. If the project is not completed by the approved completion date, the project will be closed and no further expenses paid. If an extension of the approved completion date is required to complete the work of the project, the Grantee must apply for such an extension prior to the approved completion date.
4. Any unused grant funds remaining at the completion or termination of the project will be treated as uncommitted funds of the USPS Educational Fund and used by the Trustees to underwrite other grants.
5. The USPS Educational Fund and the Trustees shall have no responsibility or liability with regard to the project for which the grant was made.

Send to: **P/R/C Wayne Spraggins, SN – Secy/Treas** Grant Number: 204 (Trustees use only)  
**USPS Educational Fund Trustees**  
**6195 Carlyle Drive** Date Authorized: 04 Feb 2010 (Trustees use only)  
**Seven Hills, OH 44131** EFGR 092409