



# DEVELOPING A PROPOSAL

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In order to resource your ministry, you must be able to provide current and potential ministry partners with two things:

- A strategic plan with quantifiable goals
- A budget based on the plan

Once you've established the plan and the financial resources you'll need to work the plan, you'll need to develop some communication pieces to present your need, including a proposal.

Your partners don't expect an MBA level business plan, but they will expect your proposal to be

- Concise
- Clear
- Compelling

A first step in communicating needs is the Executive Summary. This is a single page document that can be used as a cover page or an introduction before presenting a more in-depth plan. Use the following worksheet to develop content for an Executive Summary.



## Executive Summary Worksheet

Name of the Organization:

Address:

Contact Person:

### **Describe how someone would give to this organization:**

- Make payment to . . .
- Are gifts tax-deductible?
- How can you collect money (online, checks, credit cards)?

### **Describe the organization's**

- Mission
- Vision
- Values
- Focus
- Distinctives

### **Develop a cause concept and fund raising plan**

#### **Anticipate the future**

What will happen if we don't raise this money?

#### **Development goal**

#### **Conclusion**



## SUPPORTING DATA

Using your Strategic Plan and Budget as a starting point, compile the supporting data below to create an Executive Summary.

### 1) ORGANIZATIONAL BACKGROUND

- a. Track record – how have you been successful in accomplishing your mission?
- b. Leadership – brief bios of your leadership team.
- c. Programs – in what ways do you accomplish your mission?
- d. Partnerships – how do you partner with other organizations and churches to accomplish your strategy?

### 2) CURRENT NEED INCLUDING:

- a. What are the social, political and/or financial conditions creating or contributing to this need?
- b. Who are the beneficiaries and what are their specific needs?

### 3) MEETING THE NEED AND MEASURING IMPACT:

- a. What is the overall goal of this request?
- b. What are the measurable objectives including time frame for accomplishing each objective for this request?
- c. What is the overall outcome you hope to see as a result of this request?
- d. How are you different from other organizations meeting this need?
- e. Please complete the attached form

### 4) FINANCIAL INFORMATION INCLUDING (as applicable):

- a. Provide a detailed project budget.
- b. What sources of funding have been committed to this project?
- c. What sources of funding have been requested for this project?
- d. If this is an ongoing project, describe your plan for future funding?