

Sample Proposal Letter

ABC Consulting
123 Speedway #2
Austin, TX 78704

Date

Mr. Ted Quinn
Nonprofit Agency Name
Street Address
Austin, TX 78728

Dear Mr. Quinn:

Our team enjoyed meeting with you last week and, as discussed, submit this proposed action plan for your review. We are excited about this opportunity to help Nonprofit Agency improve volunteer productivity.

Background

On [date], we met and discussed the recent turnover of volunteers in your San Antonio region and your recent acquisition of the Corpus Christi/South Texas region. We also discussed your growing concerns regarding your volunteer training and retention practices, which are impacting volunteer productivity. Improving volunteer productivity by improving volunteer training and increasing volunteer retention will help Nonprofit Agency serve more clients and better fulfill the mission of the organization.

Initial research shows you to have one volunteer with seven years and another with three years of tenure. You also recently "rehired" a volunteer who was previously with you for three years. You have two new volunteers in your San Antonio region, and have not yet started seeking volunteers in Corpus Christi.

Your volunteer recruitment practices include a standard newspaper advertisement and personal interview. You offer a half-day training session for all volunteers. In that half-day training you also provide literature about your agency and a 3-page "volunteer handbook."

Goals/Objectives

Our goal will be to develop a plan and present you with a number of recommendations to improve volunteer satisfaction with training by 50% and your volunteer retention by 20% within the next year. This plan will be accomplished through the following steps:

1. An analysis of the current volunteer retention practices
2. An analysis volunteer retention practices of other non-profit agencies
3. A survey of current and past volunteers about effectiveness of volunteer training, handbook, etc.

4. An evaluation of your one-half day training session and the training handbook
5. A survey of past volunteers to identify reasons for decreased participation

Procedures

Meeting these objectives will require an open line of communication with current and past volunteers. An email of introduction from you will be helpful in gaining their cooperation. The success of this project will be enhanced if you could identify a liaison within your organization to provide us with direction and answers to questions as needed.

We will supply you with interim progress updates every two weeks. We invite you for a presentation of our findings at ___p.m. on [DATE – see calendar] at [LOCATION - classroom]. The written report will be submitted by [DATE – 2-3 weeks after the final project report due in class].

This project will provide you with support and guidance in reaching your goals for improving volunteer productivity. Please call me at XXX-XXXX with any comments and suggestions for this project. If this proposal meets with your approval, please authorize by signing below and (here you tell them if you want to be called to pick it up or to come and meet with them or what you want the next action to be).

Sincerely,

Jane Smith

cc: Lalo Garcia, Mark Jefferson, Rebecca Longoria

CLIENT Authorization Signature:

Date _____