

Summary of a One-Sheet Proposal

Start with a **HEADLINE** to summarize the purpose of this proposal.

State your **OBJECTIVE**

- What is the cause-focused, big picture goal to be accomplished?
- What will be the short-term and long-term outcomes?
- What is the timeframe for it being accomplished?

BACKGROUND on the project

- Why this project and why now?
- What specific problem or need will this solve?
- How will the objectives be fulfilled?
- Do you have statistics, case studies, facts and figures to support the purpose of this project?
- How does this fit within the overall strategic goals of the organization?

STATUS of project

- What stage is the project in?
- What has been accomplished thus far?
- How much money and from what sources (grants, other major givers, etc.) has already been raised for it?

FINANCIAL need

- What is the all-inclusive cost of the project or initiative?
- What does this total cost include?
- Be concise and specific.

State the **ACTION** you're asking for

- Provide a leading gift of (\$)...
- Make a matching gift of (\$)...
- Underwrite the cost of (portion of overall project)...

HELPFUL HINTS:

- Keep it simple, clear and concise. Less is better.
- Proofread! Your report should look professional without grammatical errors.
- Choose a professional font & size. Use bold print sparingly to highlight a few key points.
- Never mail or just drop off a proposal – A one-sheet proposal is best handed to the right person in person.
- The process of creating a one-sheet proposal can be as valuable as the proposal itself.