

WRITING PROPOSALS
(FOR STUDENT ORGANIZATIONS)

Student Organizations are urged to do proposals when they have exhausted the funds allotted to them by the Student Government, or when they have special events or projects that would exceed the maximum amount of funds allocated to any given club. Proposals should be written at least 2 months in advance. Basically a proposal is necessary when there is a need for something. Identify the need and then do research on it. State what the need is. State how you propose to fill the need. State why that method of fulfillment is best. State your budget. How will the budget be justified? Is your proposed event/project plausible or feasible? In other words will a donor be wasting funds on a project that is too expensive or unrealistic?

The Proposal should look like this:

- ❖ Executive Summary – Statement of case and summary of entire proposal. This summary is important. It will determine whether the reader goes past the first page.

THE EXECUTIVE SUMMARY

The first page of your page of the proposal is the most important as it provides the reader with a snapshot of what is to follow. Specifically, it summarizes all of the key information and designed to convince the reader that your project should be considered for support. Be certain to include:

Problem – a brief statement of the problem or need your club/organization has (one to two paragraphs)

Solution – a short description of the project, including what will take place and how many people will benefit from the program; how and where it will take place, the length, the target population, and who will be in charge of spearheading the project/program.

Funding Requirements – an explanation of the amount of money required for the project and what your plans are for finding any additional funds for the program.

Organizational Information – a brief statement of the current history of your organization and its ability to see the project through fruition, and a statement of what is in it for the donor.

- ❖ Statement of Need – Why project/purchase/funding is necessary. Use facts, statistics etc. to support your point. Get accurate information. **Give hope that the project will be successful.** Don't make the need seem greater than it is.
- ❖ Description of Project – How will it be implemented?

- ❖ Evaluation Method – How will it be assessed?
- ❖ Budget – Financial description. Explanation of costs. Break down the cost of the event/project item by item. If possible give price quotes. Let the donor know where you are planning on getting the remainder of the funds from. Remember the donor has to feel that the event will be successful. Be specific. Tell the donor exactly how much money you are requesting.
- ❖ Organizational Information – How will the event be of benefit to Long Island University: Student Government and to the Club/Organization? Briefly give the mission statement of both your organization and that of the donor and state how the event or project will benefit both. Talk briefly about the credibility of your organization.
- ❖ Summary – Summarize. Be specific in what you are asking for. Avoid vagueness.

Once you have your proposal written send two copies of the proposal to the Treasurer or person responsible for the finances from the Office you are soliciting. Wait a week and then request a meeting with the organization to discuss your proposal. Be sure to carry additional copies of the proposal. Be knowledgeable about what you are requesting and about the event/project etc. Try to get a verbal commitment at the meeting and then request a written confirmation. Smile and be confident.

**Note: Along with the proposal that you submit to Student Government and/or the Office of Student Life & Leadership Development, complete and attach the “Special Event Information Sheet” (which is located in the Office of Student Life & Leadership Development).*