

Sample Proposal Letter

Header

(This would be your team letterhead with contact information for your client.)

Date

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

Dear Mr. Quinn:

Our team enjoyed discussing the opportunity to assist Nonprofit Agency in developing a plan to increase your volunteer productivity. As we agreed, we began work on this project last week. We are submitting a proposed action plan for your review.

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 recruitment and retention practices. Increasing your volunteer base will allow Nonprofit Agency to serve more needy clients throughout South Texas.

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

As you requested, our goal will be to develop a plan and present you with a number of recommendations to increase your volunteer recruitment by 10% and improve your volunteer retention by 20% within the next year. This plan will be accomplished through the following steps:

1. An analysis of the volunteer recruitment practices in this area.
2. An analysis of recruitment and 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. A letter of introduction from you will be helpful in gaining their cooperation. The success of this project will be further enhanced if we could identify a liaison within your organization to provide us with direction and answer 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 for final presentation date] at [LOCATION - classroom]. The written report will be submitted by [DATE – two to three weeks after due to me to give you time to revise].

This project will provide you with support and guidance in reaching your goals for effective recruitment and retention of volunteers. 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: Layla Garcia, Mark Jefferson, Rebecca Longoria

CLIENT Authorization

Signature: _____

Date _____