

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.