Preparing Your Project Proposal

Donna A Heckler

Who Is Donna?

- Corporate executive and marketing "thought leader"
- Speaker on brand and marketing strategy

Strategic Marketing

Donna

Cancer
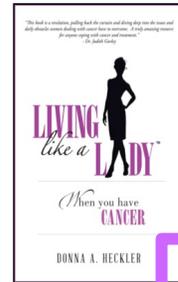
- International Book Award Finalist
- Inspirational speaker
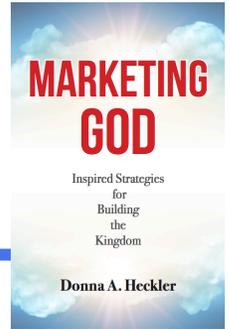
Faith

- International Book award and Best Book award finalist
- Faith based author, speaker and advisor
- Works at the intersection of faith and business

An Overview for your proposal
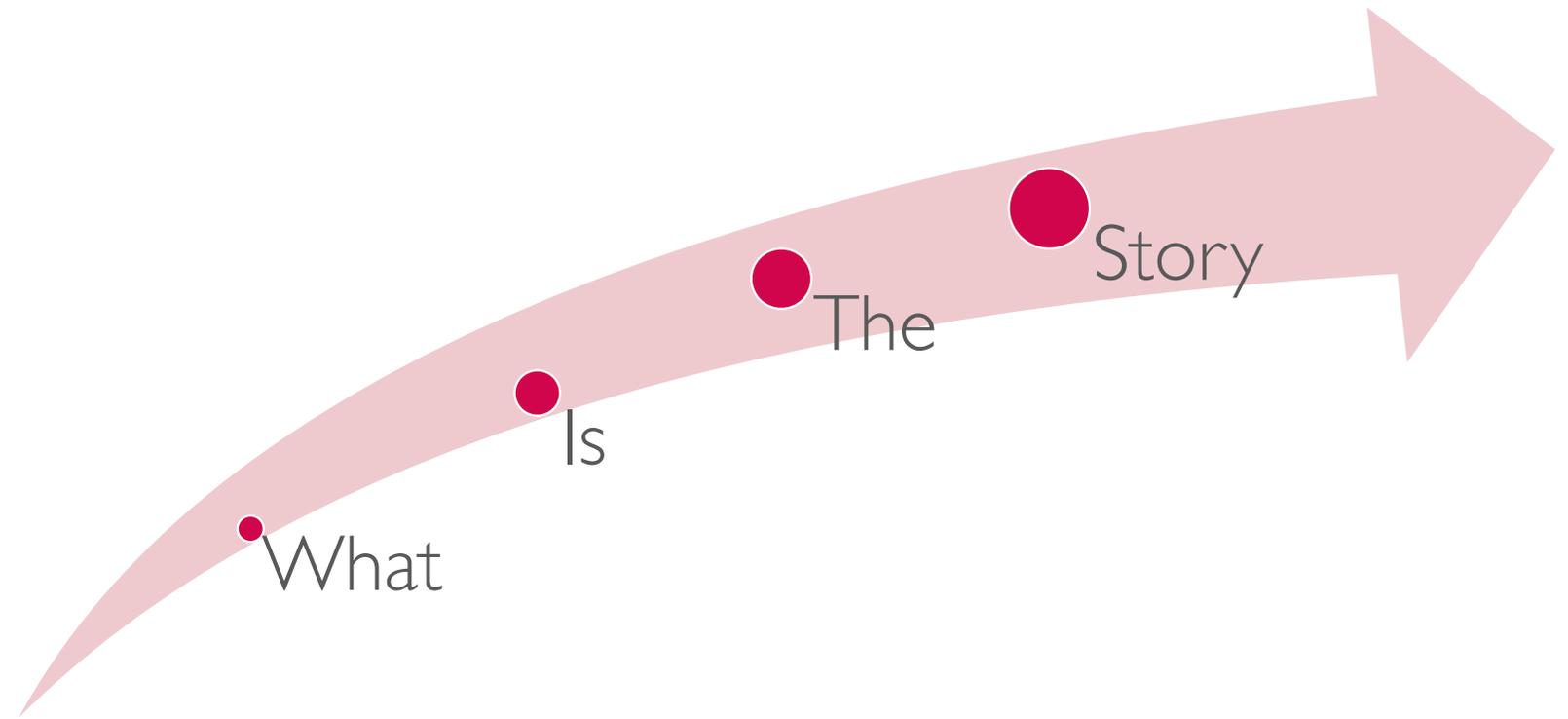
What Is The Story

Think of the proposal as a story. What is the story of your project?

What is the problem? Why does it matter?

What is the solution? How will you make a difference?

NOTE: Be prepared to tell you story in just a few minutes!

Behind the Scenes

Graphics

- Color and graphics help convey the message
- A pulled together look makes an impression

Approach

- Use bullets
- Keep it simple
- PowerPoint style is easy
- Be focused

Strategy

- A proposal is strategic
- Don't get bogged down in details

NOTE: For graphic help consider Canva. Create virtually anything with their easy templates, create a brand look, find the photos you need and more.

Proposal Outline

- Introduction
  - Problem
  - Solution
  - Mission

- Approach
  - Operational Efforts such as infrastructure, marketing, technology, building, etc.

- Budget

- Timeline

- Measuring Results

Problem: Issue or Need

Problem

What is the issue you are trying to address?

Is there a predominant need that that you are trying to answer?

What facts can you use to support the criticality of the issue or need?

Problem

(Made up Example)

- Did you know that 75% of the children in our town have no ability to attend school?
- For us that number is 10,000 students who need an education and can not get one.
- We can not do this to our children, they are our future, and we must educate them
- I am a teacher and have always loved children, so this really touches my heart.
- I know there are many problems in this world, but this problem, for our community is significant.
- I, for one, want to fix our education, so that we can create a flourishing community.
- Unless we fix the problem now, it will just continue to devastate our community.

Problem
(Made up Example)

Did you know....

75%

Of children in the town of _____ have no ability to attend school?

That is over **10,000** children we need to educate!

Solution

In a few words, how will you fix that problem?

This the overview. Details will come later.

Establish upfront that you understand the problem and are the one who can solve it

NOTE: Use PowerPoint's "design ideas" to get interesting layouts of your information

Solution

Our project is designed to educate the 10,000 children of _____ in _____. (time frame)

Let us show you how.

NOTE: Inherent in the solution is your objective, measurable in number and time

Mission

What is your mission?

Articulate it succinctly in a mission statement.

A mission statement is a short summary of your organization or project's **purpose**. The mission statement provides clarity around the "what," the "who," and the "why," of your entity. The best mission statements are guidelines by which your organization will operate. Everything you do should work toward your mission statement.

Our Mission

Our Mission is to educate....

We are committed to providing ALL the **children** of _____ with **education** that prepares them to be the **leaders and change-makers** of tomorrow.

NOTE: Use the "so what" test. "So, what" that you educate the children in this example, what will be the result?

Our Approach

- What is the overview of how you will tackle your project.

- Summarize it by identifying high-level strategies.

- Do not provide lists of tactics or details that you will do – keep it very high level!

NOTE: Keep the details with you and handy in an appendix or folder, that way if they are asked for, you have them.

Our Approach

Build the Schools
- Create outstanding learning environments

Develop the Infrastructure
- Equip the schools with state-of-the-art systems and tools

Educate the Educators
- Focus on educating the teachers so that they are prepared to effectively teach

Teach the children
- Instruct our precious youth!

NOTE: There would be detailed plans behind each of these four building blocks, in your appendix.

Educating Our Youth

A made-up example

Problem

(Made up Example)

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Donna's Checklist

Story

- Do you clearly state the problem and use numbers? ✓
- Do you succinctly state the solution? ✓
- Is your approach strategic ✓
- Have you removed most of the details? ✓
- Do you have an appendix or folder for back-up information? ✓

Design

- Is the presentation visually appealing? ✓
- Is there a consistent look and feel to the slides? ✓
- Do you use pictures instead of words when you can? ✓
- Do you keep your slides to just a few bullet points? ✓