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Who's Positive

Prepared for: National Black Leadership Commission on AIDS

Prepared by: Tom Donohue
Executive Director



This proposal is intended to review a working plan of a United States tour of HIV-positive youth who will bring personal stories, faces, and experiences to the forefront leading up to World AIDS Day.

According to the plan, six individuals—three women and three men between the ages of 19 and 26, from Latino to Caucasian backgrounds—will travel throughout the United States, bringing awareness to youth on HIV/AIDS. Two teams, consisting of three people each, will present an average of two programs a day, starting on October 15—National Latino AIDS Awareness Day, and ending on World AIDS Day, December 1.

Also proposed along with this series of speaking engagements will be a book. All six speakers will work with a publisher to produce a book of their stories to be made available for sale during the tour. Proceeds of this book will go to Who's Positive. On World AIDS Day, Who's Positive intends to announce a twenty-four-hour, seven-days-a-week national HIV youth hotline.

Proposal Number: 011106





Executive Summary

We have six speakers who will travel with the campaign the entire time. We rent a large mobile home to live and work out of while on the road; this vehicle also will work well as a visual aid. We have two teams of three, and we alternate teams on speaking days. Of the three, one person will present the “Who’s Positive” (60-minute) program. This Who’s Positive program incorporates a hypothetical HIV test card and the speaker will tell about the tested individual’s story. We feel that focusing on one story during the first part of the program will be a powerful way to begin the program. At the conclusion of the individual story, the two other members of the team will host a 30-minute round table discussion.

Throughout our travels, the ‘reserve’ team (the team not speaking that day) will help colleges and high schools plan a World AIDS Day event for their school. We propose that by World AIDS Day, all schools that we visited will have the tools to organize an event, once again bringing awareness to HIV/AIDS from a youthful perspective.

Who’s Positive plans to write a book, a collaboration of 12 stories, six from individuals speaking on the tour. This book will become a great tool in the fight against HIV/AIDS among young people for years to come. In combination with the tour, it will not only allow the audience to see the speakers and listen to the speakers, but also to read about the speakers and learn the stories of many others who fight alongside them. This will continue our dedication to prevention through humanizing HIV/AIDS.

We expect three to five staff members of Who’s Positive to travel with the tour at all times. This staff will include the Media Director, a lead person who will oversee and coordinate all media inquiries as well as scheduling interviews with speakers to publicize each stop along the route. We will have a Coordinating Director, a liaison between Who’s Positive and all the schools. This individual and his or her team will also play a very important part in choosing which schools to visit. Our last key staff person will be our Speaker Relations Coordinator, who will address the needs of the speakers. Who’s Positive already has a team of volunteers who are beginning to help assist these key staff positions and will continue to do so throughout the year. We are evaluating the option of establishing these positions as intern positions with Who’s Positive.

Who’s Positive is excited to incorporate national organizations and corporate sponsors into this outreach. We feel that with the stories, the book, and the programming, this will provide an outlet for national exposure, again bringing awareness that youth need to have a voice when it comes to HIV/AIDS. Who’s Positive feels we have the networking skills to work with national organizations as well as national media outlets to provide a platform that people will listen to. We have the organizational skills to schedule the events, provide support to the host schools, offer an array of stories from different ethnic and backgrounds, and provide programming that will make history.

We at Who’s Positive welcome your input and look forward to discussing this with you further in the very near future.





Implementation Plan

Moving forward with this proposal, let us exchange additional information and deadlines to implement this tour.

Who's Positive has identified possible candidates for our tour. We have one Latino Male, 19 years old, who has been invited to join the tour. We also have the following individuals under consideration:

- African American gay male, 23 years old, of Philadelphia, PA. He is a Architectural Designer.
- African American straight woman, 23 years old, of Flint, Michigan. She found out she was positive while pregnant with her HIV-negative son. She was infected by a gay man on the 'down low.'
- White straight woman, 24, from Billings, Montana. She found out as a result of applying for military service.

These are just a few of the young people we have identified and interviewed. Others are also being identified at this time. Final announcement of all six speakers is expected on or before January 31.

Because we are starting on National Latino HIV Awareness Day, we see it as fitting to begin in New York. New York has the highest number of total infections as well as the highest number of Latino infections in the United States. From New York, we expect to hit all top ten states as well as the top ten counties/cities within those states: NY, CA, FL, TX, PA, NJ, IL, NH, GA, MD.

Our tour stops will be defined by mid-March and finalized by September 15. This will allow us plenty of time to map out our stops as well as plenty of time for schools to be involved.

Who's Positive is excited about having the support of Alex Lawson from Whitman-Walker Clinic, the largest ASO in Washington, D.C., as well as the Latino Commission on AIDS and various other organizations.

We are planning to embed a reporter on the tour. This reporter would document the tour activities in a journal located on the Who's Positive website. The reporter would also be responsible for writing articles to present to media outlets that are unable to send a reporter to cover the event. We have already approached the National Newspaper Publishers Association for assistance on this.

This tour not only will bring together six individuals who can help each other through the experience of being infected with HIV, but this tour will also help bring together thousands of people to become educated and more aware of the existence of HIV in their neighborhoods. We hope to diminish stereotypes surrounding HIV/AIDS, to offer support to those who are already infected and affected by HIV/AIDS, and to get over 2,000 people tested for HIV—an average of 50 people per stop.





S A M P L E

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