After completing the following **group project** students will be able to:

LO1. Assess current problems in society or a specific field of study utilizing a combination of quantitative and qualitative research.

LO2 .Formulate solutions to a current problem in society or in a specific field of study.

LO3. Judge validity of sources by critically analyzing the author, purpose, content, intended audience, and design of sources.

LO4. Integrate research and knowledge from previous course work to produce communication that incorporates written and visual elements.

LO5. Demonstrate collaboration, cooperation, and professionalism.

**Learning Activity and Assessment: Nonprofit Organization Proposal**

1. **Phase 1**
2. After your instructor has assigned you to a group, then the group must research a minimum of three nonprofit organizations (NPO). You must analyze the NPO’s goals, mission statement, needs, strengths, weaknesses, and more. (LO1, LO3)
3. Based on the research, your group must then design a new, believable NPO with its own strengths and weaknesses. Attention to detail, accuracy, and creativity are critical here. (LO1, LO5)
4. Some things that should be addressed of the newly designed NPO include:
5. A mission statement
6. A SWOT analysis (strengths/weaknesses)
7. Testimonials
8. Budget analysis
9. Future goals
10. Your group must submit a References page in proper APA format. (LO3)
11. Your group must give a presentation with supporting visual elements to teach the class about their NPO. This presentation must also demonstrate visually the results of your research on other NPOs in terms of comparison and analysis. (LO4, LO5)
12. **Phase 2**
13. After listening to the various presentations and discussing as a group, your group must choose a NPO (other than your own) to write a proposal for. In other words, you must pretend to have received a solicited request for a proposal from the NPO. (LO5)
14. Before writing, the group must determine the needs of their chosen NPO. For instance, is there a need for better network security? Does the NPO need effective marketing? (LO2)
15. Then, your group must create a company (creativity grounded in reality is encouraged) that can meet the needs of the NPO. (LO2, LO5)
16. Your group must write a proposal to meet the NPO’s needs. It should include a References page in APA format for any research done in designing the company. (LO4) \*(see guidelines below after phase 3)
17. Some things your new company should consider in writing the proposal:
18. What is the ultimate aim?
19. What do you hope to accomplish?
20. Whom do you hope to persuade?
21. Why is this important? What is the significance of this work?
22. **Phase 3**
23. Your group must present their proposal using visual elements (Power Point or Prezi). In other words, this is a pitch or verbal proposal. Instructors from various disciplines may possibly be present to evaluate the presentations. (LO4, LO5)
24. Each group member must present for an equal amount of time.
25. Each group member is expected to dress professionally and treat the instructors as if they were the NPO members that solicited the request for proposal.

\*Guidelines of a Proposal for CAP 480

**Overall Breakdown**:

Front matter: Title page, table of contents (TOC), list of illustrations, an abstract

Text: introduction, body/discussion, conclusion/recommendation

Back matter: glossary, references, appendix

**Proposal Terms (for awareness/discussion)**

1. RFP Request for Proposals: means by which external companies and agencies ask for proposals.

2. T&C Terms and Conditions: the exact parameters of the request and expected responses

3. SOW Scope of Work or Statement of Work – costs, dates, deliverables, personnel certifications, and/or company history

4. Boilerplate Any content (text or graphics) that can be used in many proposals

5. Solicited Proposal A proposal written in response to a request

6. Unsolicited Proposal A proposal written on your own initiative

**The Proposal**

**Title Page**

The title page should contain the following information:

* Title of the proposal
* Name of the company or reader of the proposal
* Name of the company or writer submitting the proposal
* Date on which the proposal was completed

Sample

Computer Maintenance Proposal

For

Imaginary Nonprofit

100 Main St.

Manassas, VA 20110

Submitted by

Imaginary Name of Company/Group

ECPI University

December 15, 2011

**Table of Contents**

TOC should be a thorough and accurate listing of all headings (main and sub). If you provide only an outline, your reader will struggle to find information – so include key ideas of interest.

**Abstract**

The abstract is a brief (one paragraph or approximately 200 words) summary or overview of the proposal. These three things must be present: the problem that has led to a proposal, the solutions, and the advantages resulting when the solutions or suggestions are implemented.

**Introduction**

Should contain at least two important parts: Purpose and Problem

Purpose: why you are writing and what you hope to achieve (thesis)

Problem: your thoroughness here establishes much of your credibility. You have to prove to your reader that a problem does exist. You prove your knowledge of the situation. You establish your expertise. After reading this section, your reader should understand the problem well and trust you to solve it.

**Discussion**

This is the bulk of the text (the body). This is where you sell your product, service, and offer solutions. This part will differ based on the proposal. Some things to consider for this area:

* Analyses

-Existing situation

-Solutions

-Benefits

* Product specifications
* User instructions
* Optional approaches for solving problems
* Managerial chain of command
* Biographical sketches of personnel
* Corporate and employee credentials (showcase your experience/track record here)
  + Years in business
  + Satisfied clients (provide testimonials)
  + Certifications
  + Previous accomplishments (can be previous similar projects that have been successful)
* Schedules
  + Implementation of schedules
  + Reporting intervals
  + Maintenance schedules
  + Delivery schedules
  + Completion dates
  + Payment schedules
  + Projected milestones
* Cost analyses (Keep it realistic)
* Profit and loss potential
* Warranties
* Maintenance agreements
* Online help
* Training Options

**Conclusion**

The conclusion should sum up the proposal – provide closure. It can also restate the problem, solutions, and benefits. Lastly, you can suggest a course of action or the next step for your client.

**Glossary:** Define abbreviations, acronyms, and specialized terms. Define jargon or technical terminology. Consider all levels of readers.

**References:** A reference page in proper APA format is expected indicating where you conducted research.

**Appendix**

Here’s where you include any additional information (survey results, tables, figures, previous report findings, examples, or relevant correspondence) that you have not used in the discussion section of the proposal.

**Overall text/page layout**

A proposal must be reader-friendly and easily accessible. Use headings, boldface, italics, bullets, numbers, underlining, or graphics (tables and figures).

Gerson, S. & Gerson, S. (2007). *Workplace communication: Process and product*. Upper Saddle River, New Jersey: Pearson – Prentice Hall.