*Here is a sample outline and introductory paragraph for our Needs Analysis/Proposal memo. Subheads are in bold text. Recall that this document is written to your client and used to secure a mutual understanding with them about the work ahead. As such, you will want to go over your proposal with them asap to make sure you’re all in agreement as you start work on your products. Expect to make a few edits and adjustments based on their feedback and mine. I will continue to check in with your teams in class and by occasional e-mail, to make sure you’re on track.*

To: Nora Szabo, Outreach Coordinator, CASA

From: Anna Wszeborowska, The Drafters

Date: April 11, 2019

Subject: Needs Analysis and Proposal

This memo serves to summarize our discussion with you about your writing needs and to provide a proposal for some products we could create for CASA between now and the end of the semester. We are grateful for the opportunity to collaborate with you and to help in the important work that CASA does on behalf of children and families in Middlesex County. This document opens with a brief summary of our understanding of CASA’s history and mission. It includes an overview of our discussion about how we could help you with your writing needs and a concrete proposal describing specific documents we could create: a flyer, a news release, and a short research report. We conclude with an explanation of our next steps together and a timeline for the development, testing and delivery of our products.

**CASA’s Mission**

*This section provides an overview of the mission and purpose of your nonprofit. For example, who do they serve and why? How long have they been in the community? How many people do they reach? This demonstrates that you know your client.*

**Needs Summary**

*Here, briefly summarize your discussion with your client about their needs and the ideas you batted around at your first big meeting and/or phone conversation. This demonstrates that you listened and exchanged ideas.*

**Proposal**

*This section outlines your proposed action plan to create your deliverables. Detail them here with a clear explanation of their audiences and purposes. Explain the format, structure and size of your creations to come. Include any information relevant to budget (for example, if you design a sticker that your client will take a print shop, provide them some real estimates from a variety of printers).*

*Flyer – Details here.*

*News Release – Details here.*

*Research Report – Details here.*

**Next Steps**

*Explain what comes next and include a simple calendar or timeline. This lets your client know what’s coming next.*