

Citi-YMCA Youth For Causes 2018 Proposal Template

Section 1: Team Information

1.) Team Photo

Please upload a High-Res photo of your team! This may be used in other YFC media. (Orientation: Landscape; Format: JPEG, TIF or PNG)

2.) Executive Summary (<100 words)

Summarize your team's motto/slogan/ethos/philosophy/mission in a concise, catchy statement!

3.) Chosen Voluntary Welfare Organization (SSO) (<200 words)

Include a brief description of your team's chosen SSO, which includes the Mission/Vision, the work/programmes they do, who they help, etc.

4.) Why did your team choose this SSO? (<200 words)

Section 2: Project Description

Describe in detail on how your team intends to implement the following. Keep each point short and concise!

- *Public Awareness: How your team will promote your SSO's cause and the intended you message you intend to portray*
- *Fund Raising: How your team will effectively multiply the given seed funding to benefit your organization*
- *Volunteer Mobilization: How your team intends to mobilize and motivate your volunteers*
- *Creativity & Innovation: What are the original/unique aspects in both the service/product being offered and method of marketing/promotion ideas?*
- *Project Feasibility: Can your project be executed effectively during the current timeframe?*
- *Overcoming Possible Challenges: Has your anticipated and made the necessary adjustments?*

Planned Events/Initiatives *(Word limit per bullet point: <30 words; max 10 bullet points)*

- *Can the service/product can be easily manufactured, obtained and/or delivered by the team?*
- *Can the method of marketing / promotion be executed effectively within the given timeframe?*

- 1.
- 2.
- 3.

Public Education & Awareness *(Word limit per bullet point: <30 words; max 10 bullet points)*

- *How will you create public awareness & what is the message that the team will promote on behalf of the organization?*

- 1.
- 2.
- 3.

Volunteer Mobilization *(Word limit per bullet point: <30 words; max 10 bullet points)*

Estimated no. of volunteers needed:

How do you intend to recruit, inspire and manage your volunteers?

- 1.
- 2.
- 3.

Projected funds to be raised *(Figures to be identical to Income & Expenditure Statement below)*

Projected Income:

Projected Expenditure:

Projected Net Profit:

