

**E-Team: Writing a Proposal 1.05**

Projects/Programs & Events

*We already talked about Projects/Programs & Events. These are the primary means by which we develop evangelism possibilities for the church. We also have talked exhaustively about the subject of leverage—and how to use leverage to make the most out of, either existing efforts or new evangelism efforts.*

*So, let’s say that we have a new great idea for outreach! (Great!!!!) How do we implement the new idea? How do we take it from merely being a great new idea to seeing that idea realized?*

*The great idea is just the beginning of the journey. To see a new idea implemented will take a lot of careful thinking, prayer, both strategic and tactical planning, room for correction/disagreement/reloading, clear and adequate organization, funding, approval within the organizational structure, execution of the plan and evaluation and revision.*

Truths to Consider

* Most great ideas have flaws. *Accept the fact that the great idea is flawed, needs work and could be improved.*
* Most great ideas can be improved by other’s input. *Invite others to participate in “molding” the great idea into a really GREAT idea.*
* The person with the great idea are responsible for “buy in.” *Don’t expect others to buy in to your great idea unless you can convincingly articulate both the value of the idea and the feasibility of implementation.*
* Anticipate the objections to the great idea and formulate a rational defense. *Think about the weaknesses and problems associated with the great idea, so that you are not shocked when others bring up objections.*
* If you believe in the great idea, be prepared to personally stay the course. *Most great achievements cost someone a great deal of effort, time, money, etc.*
* Apply Alan Loy McGinnis’ 3 Steps to Success:
  1. Do something that you believe in or called to do.
  2. Learn how to do it better than anyone else.
  3. Do it over and over and over again.

How to Get Started

1. Have a conversation, or a series of conversations: *Once you have a firm grip on the great idea—it is time to take the first step to implementation. Before you start writing a proposal for others to consider—have some long, detailed conversations with people that you trust, in order to begin the process of modification.*
2. Pray about everything—including any idea concerning evangelism*. Is this even something that God wants you to be involved with?*
3. Glean from others. *Is anyone else doing something like this? What can be learned from their experience and knowhow?*
4. Establish the Evangelistic Value of the great idea. *This is challenging, but necessary and important. If this is a proposal for an evangelism Project/Program or Event, everyone involved needs to understand the possible evangelistic value. This will often lead to modifications that increase the evangelistic value.*
5. Clarify both the vision and the mission for the great idea. Be able to articulate these ideas clearly and in one sentence. (One sentence per)
   1. Think of vision as the goal of what you want to achieve. (What does this great idea look like when it is fully functional?)
   2. Think of mission as the tactical decisions and actions that help us fulfill the vision. In other words—what actions do we take to see the vision become reality?
6. Start writing the proposal that you want to be considered for implementation.

Writing the Proposal

* Give the great idea a great name. *It is generally best to be amazingly creative. Not a creative person? Give it a descriptive name—just call it what it is.*
* Write out three statements:
  1. Purpose of the great idea. General reason for writing a proposal, which should include the Evangelism Value. *Why and how do you think this great idea is going to be effective in reaching people with the Gospel Message?*
  2. Ultimate Vision. *What do you want this “effort” to accomplish if implemented?*
  3. Mission Statement. *How can this vision be effectively put into action?*
* Define the scope of work.
  1. Length of time. *Is this an ongoing work or a punctuated event?*
  2. Target. *Is there a target? Where is the target?*
  3. Primary Tools. *What tools and methodology are we employing?*
* Clarify the organizational needs. *In other words, what organization is needed to support the great idea.* 
  1. *What Personnel will be required?*
  2. *What kind of funds are needed?*
  3. *What are the logistics? (Time, place, advertising, follow-up, etc.)*
* Pro-active Statement:  *Tell us “why” this is a great idea and what you believe are the “possibilities” if it is implemented.*