PROPOSAL FOR  
COMPANY NAME

NAME  
RSO NAME  
DATE

<Insert RSO logo>

Place proposal text here.

Typical template of what a proposal may look like:

* General greeting to whomever you’re addressing.
* Quick introduction of who you are and which club you’re affiliated with. (2-3 sentences)
* Recap of previous relationship to company to establish report. If there is no previous relationship to the company, say why the club would like to create a relationship with the company. (4-5 sentences)
* Statement to inform the company of what their gift would entail/what’s the significance of this gift. (2-3 sentences)
* *If this is a request for a gift, the letter should not indicate that this will be a quid pro quo relationship, i.e., that the company won’t receive anything substantial in return.*
* Thank you, statement. (1 sentence)

For example, a proposal may look like this:

Greetings (person/company),

My name is (name), and I am a (class level) studying (your major) at the University of Washington. Along with my studies, I am also acting as the (RSO position) for the (RSO name). I wanted to reach out to (company name) in order to explore a possible partnership.

(Company name) is highly recognized because of its achievements in (list some achievements). The (RSO name) hopes to accomplish something similar by creating (program/event you’re fundraising for). This opportunity would allow (outcomes you hope to accomplish).

Not only would this (program/event) allow for (reword what was stated above), but also (insert more possible outcomes). This program/event would take place at (location) on (date), and we would love to invite (company) to be a potential partner.

As a student organization, we rely on generous donations in order to bring this program/event to life and are seeking an irrevocable gift of $xxxx.

Thank you for your consideration and I look forward to hearing back from you.

Sincerely,

<name>

<position title, RSO name>