



NEW YORK STATE SENATOR

James Sanders Jr.

Faith Leaders Gain Business Proposal Writing Tips at Community Clergy Breakfast

JAMES SANDERS JR. May 17, 2018



Senator James Sanders Jr. (D-Rochdale Village, Far Rockaway) held his monthly Community Clergy Breakfast on May 17, 2018 at Global Outreach Deliverance Ministries in Jamaica where attendees gained helpful tips on business proposal writing.

"Any time you see something that is not in the community, don't get mad," Sanders said.

"You should look at that as an opportunity to create something."

A business proposal is a written document sent to a prospective client in order to obtain a specific job. It should include an executive summary, business description, employee section, operations information, marketing strategy and financial statements. It must also consist of well-researched information that can clearly communicate your business's strengths and mission.

Guest speaker Mark Rothenberg, Director of New York Metro Area SCORE, an organization that has been providing free business advice to businesses for more than 50 years, explained the key steps to writing a grant proposal. The main factors are that it should be clear, compelling and easy to evaluate.

Rothenberg also emphasized that applicants should follow the grant-giving institution's guidelines as well as to consider how much money the business will be requesting, and whether it can fulfill the necessary requirements within the proposed project period. It is also important to organize one's thinking and include enough background information so that the reader has a firm grasp on the proposal. It is equally important to make your case in a simple and succinct fashion.

Also on hand at the breakfast was guest speaker the Rev. Dr. Alfonso Wyatt. He is the founder of the nonprofit consultancy *Strategic Destiny*, which seeks to collaborate with practitioners motivated by faith and secular practitioners motivated by evidence-based learning. Wyatt presented a strategy he developed which he calls the "Ten Commandments of Sound Fund Raising."

Some of the commandments included not making false or overly exaggerated statements; stating goals clearly, being realistic about capacity; being creative and flexible as well as open to constructive criticism; and not confusing the development of a proposal with the

development of a sermon or gospel tract.

Senator Sanders' Community Clergy Breakfasts are aimed at educating clergy and giving them the tools and information they need to help themselves and their congregations. The next breakfast will be held on Thursday, June 14, 2018. More details to be announced.

We would like to thank Santander Bank and Legal Shield for sponsoring this month's clergy breakfast and Bishop Melvin Artis of Global Outreach Deliverance Ministries for allowing use of the space.