



One University Park Dr.
Nashville, TN 37204
March 1, 2012

Christin Shatzer, MPA
Director of Service Learning
Lipscomb University
One University Park Dr.
Nashville, TN 37204

Subject: Proposal to Review Volunteer Retention Research

Dear Ms. Shatzer:

Our Salt Project Team is pleased to submit this proposal to assist the Arthritis Foundation, Southeast Region, Inc. in preparing a review for Volunteer Retention Research to identify assessments to help match volunteer skills sets and passions to tasks for improved engagement.

Overview

This SALT Project Team from Lipscomb University is pleased to submit a proposal to help the Arthritis Foundation come up with a new volunteer plan that focuses on improving volunteer retention. This letter will outline some of the background of the Arthritis Foundation, why the help is needed, and how we plan to provide that help for them. At the end of this project, we will be able to present the Arthritis Foundation with information pertaining to volunteering with a specific plan, which will help better retain their volunteers.

Background

The Arthritis Foundation is the only non-profit organization in the United States that supports over 100 types of arthritis and disease. In addition, the Arthritis Foundation has raised over \$380 million since its establishment in 1948 (Arthritis.org). As a successful non-profit organization, it still goes through many of the same problems that most non-profits deal with. The foundation needs to come up with better ways to retain volunteers; the volunteer turnover rates are high and costly. This help was solicited to us by our professor Leanne Smith on behalf of the Arthritis Foundation. Our help was requested so that we could come up with a specific plan for the Arthritis Foundation to improve their volunteer program.

Comment [CM(-m1): This looks great, and is worded well.

After this, your font size and line spacing changes. Just make it all consistent for a more polished, professional appearance.

Comment [CM(-m2): Good statement!

Comment [CM(-m3): Other headers are size 12.

Comment [CM(-m4): Better to say, "Our professor, Leanne Smith, solicited our help with this project." Construction is awkward the way you have it, and passive. State subject (who) followed closely by the verb (the action).

Resources & Data

Our team has come together to serve the Arthritis Foundation. None of us have much experience with presenting methods for organizations to improve their volunteer programs. However, all of us have experience volunteering, and this team will work very hard and do the necessary research to become knowledgeable on the topic. We already have a **very** solid plan of action for developing our presentation for the Arthritis Foundation.

- We plan to research what strategies to take to retain volunteers.
 - Volunteer retention articles to gain knowledge to make better strategies
 - Collected surveys from different constituents to obtain first-hand information
- We plan to take the collective research to create a specific plan tailored to the Arthritis Foundation

Christin Shatzer, Director of Service Learning at Lipscomb University, will be our advisor during this project.

Project Plan/Schedule

The Salt Project Team is able to begin research on Volunteer Retention within this week.

- **March 1st**-Submit proposal
- **March 2**-Phone conference with Teresa Buck
- **March 8**-Salt team meeting
 - Discuss findings for volunteering retention
- **March 15**-Progress meeting with Christin Shatzer
- **March 29**-Final meeting with Christin Shatzer

Budget

Salt Project Team does not intend to use any budgeting for this research.

Authorization Request

In the next few weeks, we plan to enclose copies of surveys that we have conducted to find out why volunteers do not return for another experience with the Arthritis Foundation, Southeast Region, Inc.

Sincerely,

Angela Han
Houleye Sow
Ryan Terry
Dustin Wilder

Angela Han, Houleye Sow, Ryan Terry, Dustin Wilder
Project Managers

Enclosures

Comment [CM(-m5): Try to eliminate every "very" you can. It's stronger.

Comment [CM(-m6): Remove since you don't format all the dates this way.

Comment [CM(-m7): I didn't see any enclosures.