

# Letter of Proposal

Date: [Insert Date]

[Recipient's Name]

[Recipient's Title]

[Non-Profit Organization's Name]

[Organization's Address]

[City, State, Zip Code]

Dear [Recipient's Name],

I am writing to propose a compelling video advertisement concept that aims to showcase the impactful work of [Non-Profit Organization's Name]. Our goal is to create a film that resonates with your audience and inspires them to support your mission.

## Concept Overview

The video will highlight [briefly describe the main activities or mission of the organization]. We envision a narrative that weaves together testimonials from beneficiaries, vivid visuals of your initiatives, and a strong call to action.

## Target Audience

Our target audience includes [describe the demographics of the potential supporters]. By engaging this audience, we hope to increase awareness and drive donations.

## Proposed Structure

- Introduction: Captivating visuals of your work
- Middle: Personal stories and testimonials
- Conclusion: How viewers can help and engage

## Estimated Budget

The total estimated budget for this project is [insert amount]. This includes production, editing, and distribution costs.

## Next Steps

I would love to discuss this idea further and explore how we can tailor the video to fit your needs and goals. Please let me know a convenient time for us to meet.

Thank you for considering this opportunity to amplify the mission of [Non-Profit Organization's Name]. I look forward to your response.

Warm regards,

[Your Name]

[Your Title]

[Your Company Name]

[Your Phone Number]

[Your Email Address]