

SOCIAL BUSINESS PROPOSAL TEMPLATE For Leadership Project

Name _____

1. Project Name & Tagline- What to include: A short, memorable name + a one-sentence tagline.

Example: Project Name: Campus Care Collective

Tagline: Students supporting students through kindness, resources, and connection.

Brainstorm

2. Problem / Need Statement- Describe a real need at school with data or observations.

Example: Many students feel disconnected or stressed. A survey showed 64% feel overwhelmed.

Brainstorm

3. Mission Statement

Example: Our mission is to create a supportive, positive campus culture through student-led wellness activities.

Brainstorm

4. Proposed Solution

Example: A “Campus Care Cart” that distributes encouraging notes, stress-relief items, and hosts monthly “Wellness Wednesday” events.

Brainstorm

5. Target Audience

Example: All students, especially those feeling stressed or disconnected.

Brainstorm

6. Value Proposition

Example: Our project boosts well-being, builds community, and gives students leadership opportunities.

Brainstorm

7. Plan of Action (Step-by-Step)

Example:

1. Recruit volunteers
2. Gather supplies

3. Build Care Cart
4. Launch event

5. Collect feedback
6. Report to administration

Brainstorm

8. Resources Needed & Budget

Example:

Rolling cart \$40
Art supplies \$25

Stress-relief items \$35
Posters/printing \$10

Total: \$110

Brainstorm

9. Sustainability Plan

Example: Ongoing donations + rotating volunteer teams.

Brainstorm

10. Impact Measurement

Example: Feedback forms, participation counts, quarterly stress survey results.

Brainstorm

11. Risks & Challenges

Example: Risk: Low volunteers → Solution: leadership incentives or Risk: Low participation → Solution: raffles/giveaways

Brainstorm

12. Conclusion & Call to Action

Example: We request approval to launch and a \$110 startup budget.

Brainstorm