



NATIONAL COMMUNICATION
ASSOCIATION

Transforming Lives through Communication

Standard Format for Proposals to the Executive Committee and Legislative Assembly.

1. Summary
 - a. Usually, a couple of paragraphs clearly stating what is asked of the Executive Committee or Legislative Assembly. Consider this an intro to a speech/presentation.
2. Strategic Priorities Relevant to the Proposal
 - a. Here's the current [NCA Strategic Plan](#). Submitter should expand on these in the background/history.
3. Financial Implications
 - a. Some possible financial implications:
 - i. Staff time.
 - ii. Funds gained/spent.
4. Recommendation
 - a. A paragraph or two giving the EC/LA a recommendation. Here is where the submitter starts building a case.
5. Motion
 - a. Examples
 - i. "To implement ____."
 - ii. "To establish ____."
 - iii. "To endorse ____."
 - iv. NOTE: The National Office can work with the submitter on the final language. It should be one or two sentences. The motion should be concise enough that once someone hears it, they aren't asking what the motion is again two minutes later.
6. Background/History
 - a. This is the bulk of the proposal that should include a strong rationale with supporting evidence.
7. Exhibits/Supporting Materials
 - a. Any supporting materials that the submitter might refer to in the Summary or Background/History.

Please send any questions to the Executive Director, Justin Danowski (jdandowski@natcom.org).