



Executive Summary Training

Your Executive Summary is your chance to pitch the importance of your high impact initiative proposal and the value your non-profit agency brings to make your initiative a reality. Your Executive Summary should be concise and relevant to your initiative – whether it's an expansion of an existing program or service, a new initiative, or a capital project. Readers of your Executive Summary must clearly understand your high initiative proposal and its unique benefits and be able to answer the SRQ 5Qs as they relate to the high impact of your proposed initiative. (see below)

The goal of this training is to help you plan for and execute your Executive Summary. Let's make it meaningful.

In 350 words your Executive Summary should answer the following 8 questions:

1) What is the Mission of your organization?

2) What is the problem/need you are addressing and what is the data that supports the need?

Instruction Booklet Tip: Be concise. We want to know what need you have identified, and how you know it's a need.

3) What specific population will you serve?

Instruction Booklet Tip: We don't want general census demographics. We do want you to be specific about who or what your initiative will impact. Who or what are the elements of the community, the audience, environment, demographics and/or number of people you plan to impact?

4) What is your plan?

Instruction Booklet Tip: Use this question to describe what you intend to do address the problem or need. For example, expand our program services or renovate a building. Be sure to also describe how you propose to address the problem or need.

5) What is the high impact? Include the qualitative and quantitative differences/gains to be made as you implement your project.

Instruction Booklet Tip: Please be sure to communicate the difference or gain your initiative will make. Will your initiative reach a new audience, an expanded audience, and/or deepen or broaden existing program impact? Please include what tools you will use to measure your project and how you will record the impact.

6) What is your plan to sustain the initiative beyond the 24-month funding period?

Instruction Booklet Tip: We are interested in knowing that the initiatives we fund will have a life beyond the 24-month funding period.

7) What will the Impact100 SRQ grant fund?

Instruction Booklet Tip: Explicitly summarize what the Impact100 SRQ grant funds will be spent on.

8) How is your organization well-poised to carry out this initiative?

Instruction Booklet Tip: Tell us what experience your organization has had that prepares you to successfully implement your proposed high initiative.

The Impact100 SRQ reviewers are guided by 5 questions that we refer to as the SRQ 5Qs. Keep these questions in mind as you write your Executive Summary and application. The 5Qs are:

1) Is the initiative clearly **defined**?

Have you clearly outlined your expansion or new initiative idea? Is your proposal detailed, specified, measurable and explained with essential qualities?

2) Is the initiative **viable**?

Is your idea intended to address an issue in the community and/or to create a gain within the community? Do you have and can you explain the facts? Does it have a reasonable chance of succeeding? Does it have the ability to grow, expand and develop over time? Can you prove that it really can be done? You have thought through the staffing and the logistics.

3) Is the initiative **sustainable**?

Impact100 SRQ wishes to know that you have a plan for continuing the expansion or new initiative after the grant period. We want to seed expansions and initiatives hoping that they will remain within your agency and continue to grow. We want to know that the impact on the participants will also continue. In other words, it's a strategic investment.

4) Will the initiative be of **high impact**?

Impact100 SRQ refers to this as a High Impact Project. Who will your project impact? Why is this impact important? Provide the data. Prove your understanding of the impact of your project.

5) Will Impact100 SRQ be good stewards of the dollars with which we have been entrusted by funding this initiative?

Note: This is not a question for you to specifically address; rather, reviewers draw conclusions based on their appraisal of how your initiative measures up as a whole and in comparison.

Open Questions and Four-Square Methodology

To develop your Executive Summary, we are going to answer Questions #1, 6, 7, and 8 in an open question format.

We are going to use the **Four-Square Methodology** to respond to questions #2, 3, 4, and 5. Your starting point should be the Intent to Impact Training that you attended or viewed online at Impact100 SRQ (provide link).

Before you dive into the 4 squares, review the information you developed in the Blueprint sections of the training or what you have learned online.

Title your 4 squares with the name of your agency and the name of your expansion, new or capital initiative. Then add your agency Mission Statement.

Name of Agency:

Name of Initiative:

Mission of your Organization (Question #1)

In each of the following squares answer each question with 5-6 bullets. You will have time to turn the bullets into prose as you write your application. You will write your Executive Summary last after you answer the application questions. This exercise will help you draft your application responses.

Problem/Need (Question #2)	Question #3: Audience, demographics, numbers Audience: Demographics: Number of participants:
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Question #4: Solution, goals, and timeline

This is the vision, the proposal. What do you plan to do? What are the actions you will take? What are the goals of the initiative? What is the timeline - when will it begin? Will it go the whole 24 months or end at a certain time? This all depends on your solution.

Solution:

Goals:

Timeline:

Question #5: Impact, numbers/percentages, measurement

What are the impacts of the actions in your solution? Who will be impacted? How many participants will be impacted or what percentage of the population will be impacted? How will you measure the impact?

Impact:

Numbers/percentages:

Measurements:

Question #6: Sustainability

How do you plan to sustain your high impact initiative over time beyond the 24-month grant period? Address but think beyond the financial side of sustainability. How will you sustain the impact of the initiative?

Question #7: Funds

What will the Impact100 SRQ grant fund? Explicitly summarize how the Impact100 SRQ grant funds will be spent.

Question #8: Organizational Capability

How is your organization well-poised to carry out this initiative?

Save this exercise to help you complete your online application. Once you have completed the application come back to this document and expand it. This exercise has been an opportunity for you to organize your thoughts. Then using the Instruction Booklet for the online application write your Executive Summary.

Your first draft will not be perfect. After you have written it, critique it! Is it compelling? What do you have to do to improve it? Be brave. Share it with someone ask them to critique it. What's confusing? What's missing? How can it be improved? Take feedback and refine.