

# Sample Proposal Letter

1234 Wheelock Parkway E.  
St. Paul, MN 55106  
September 14, 2013

Senior Project Committee  
Johnson Senior High School  
1349 Arcade Street  
St. Paul, MN 55106

Dear Senior Project Committee Member:

As a member of the Johnson Band I've participated in many concerts over the years. I was even in the pit-orchestra of the musical once. Although I've really enjoyed performing in these events, I'm always disappointed in the size of the audience. It seems like hardly anyone shows up to plays or concerts here at Johnson, even though football and basketball games seem packed. I want to find out why students aren't attending Johnson cultural events, even though they'll pay the same amount to go to an athletic event. I want to use what I find out to try and change students' attitudes about attending plays and concerts, so I can look out to a fuller house my senior year.

I want to improve attendance at Johnson's artistic events in the fall and winter of 2012. I will survey the student body to find out why they attend or don't attend games and concerts, then develop an ad campaign to encourage student event attendance. I'll keep track of each event's attendance and compare with 2009 data to see if my campaign worked.

For my paper, I plan to research the differences in funding for athletic and arts programs in schools. I believe that athletic programs often are given more money out of a school's budget and therefore arts programs have less money to use on marketing. By creating and running an ad-campaign myself I hope to offset some of the funding inequality.

My project involves service- doing something positive for our school, and personal growth- I've never done anything like this before. This will be a challenge for me because I've never written, given or tabulated a survey before. I have also never organized a group of people into action. And even though I've taken a marketing class, I have never put together a real ad campaign. I foresee this project costing no more than \$50.00 for printing and ad materials and will definitely take more than 15 hours.

I understand that plagiarism is crediting someone else's work as my own. I will cite my sources in my paper and any promotional material I make, and keep an accurate bibliography. If I am found guilty of plagiarism, I understand I may not graduate from Johnson High School.

Sincerely,

Sample Student