



Proposer Virtual Workshop | May 15, 2026

Connecting Nonprofits with Palm Beach County's Best Leaders

Welcome

Leadership Forward Co-Chairs

Leadership Forward Co-Chairs guide you through the proposal process and support your organization every step of the way.



Cassius Johnson
CEO



Dr. Audy Johnston
Professor

Today's Agenda

What is Leadership Forward?

10 min

Cassius Johnson

What We Look For in Projects

10 min

Cassius Johnson

The Extraordinary Charities Experience

10 min

Christine Raymond

How to Write a Winning Proposal

10 min

Audy Johnston

Judging, Selection, & Timeline

10 min

Audy Johnson

Q&A

10 min



We bring together leaders from the public, private, and nonprofit sectors to build and steward a vibrant, interconnected community.



2,000+

Alumni Leaders



55

**Class Members
Per Year**



20+

Years of Projects



up to

4

**Projects Selected
Annually**

We Connect • We Collaborate • We Change

What is Leadership Forward?

- An infusion of talent, creativity, connections, and resources to help execute a transformative project
- Governed by a committee of LPBC alumni with two co-chairs who serves as program directors
- A team of 10–15 Engage Class members assigned to your project
- Well-connected professionals with diverse, high-level skillsets
- Engagement for the full duration of the Engage Class experience (August–May)
- Not your typical weekend volunteers

What Makes a Strong Project?

We Look For

- Tackles a real problem in your community or organization
- Effectively uses diverse skillsets of class members
- Has a ripple effect for positive change over time
- Includes clear metrics to understand impact
- Has a plan for sustainability after completion
- Challenges the class and makes it meaningful

We Don't Accept

- Fundraising — class members cannot solicit money
- Political/partisan projects — LPBC is politically neutral
- Marketing-only campaigns without clear deliverables
- Feasibility studies or plans that won't be implemented
- Projects any volunteer group could do
- Rebranding-centric projects

Types of Projects We Do Well



Operations

Internal department modernization, process optimization, organizational restructuring



Events

Free or ticketed events that are on-mission — not fundraisers



Programs

Curriculum development, program logistics, service delivery design



Social Enterprise

Business plan creation, prototyping, revenue model development

Past Notable Projects

The impact of these class projects has historically been significant and of lasting benefit to the participating organizations.



Wounded Veterans Relief Fund

Ambassador Program



Vita Nova

Youth Entrepreneurship Program



Barky Pines Animal Rescue

Puppy Love 5K



Center for Child Counseling

ACEs Leading the Fight



Children's Services Council

Little Libraries



Meals on Wheels

Marketing Operations

Explore more past projects at: [www. leadershipbc.org](http://www.leadershipbc.org) under Leadership Forward

Non-Profit Partner Experience





Questions So Far?

Before we dive into the proposal process, let's pause for any questions about Leadership Forward and the types of projects we support.

Qualifying for Participation

- Must attend one of our Proposer Workshops (first-timers encouraged to attend in-person)
- Must have two full-time staff members minimum (including ED/CEO)
- Allocate an average of 10 hours of staff time per month to the project
- All projects are self-financed by the proposing organization
- Clearly identify at least one organization or community issue that needs our help
- Must sign our MOU and abide by reporting standards after project completion
- At least 3 years must have passed since your last Leadership Forward project
- Staff who are Engage class members cannot participate on the project as staff or class member

Your Proposal — Section Map

100 points possible across 4 scored sections + 2 required documents

1	Organization Information	—
2	The Problem	25 pts
3	Possible Solution / Project	25 pts
4	Objective at Completion	25 pts
5	Project Sustainability	25 pts
6	Letter of Appeal (CEO/ED)n and 501c3 IRS Determination Letter	Req'd

Organization Information

- Provide basic organizational details: name, address, primary contact, staff size, budget
- Include a copy of your 501(c)(3) IRS Determination Letter
- Clearly state your Mission and Vision statements
- Select one Core Mission Focus area that best aligns with your organization
- Use the optional expanded Core Mission Focus field for secondary focus areas

The Problem

- Describe an issue within your organization or community you serve
- Explain why this issue is important — focus on the problem, not your mission
- Use specific details, data, and statistics to support your case
- 1,500-character maximum — be concise and impactful



Pro Tip

Statistics are your friend. Quantify the problem to help judges understand the scale and urgency of the issue you're tackling.

Possible Solution / Project Description

- Outline your proposed project: goals, deliverables, and the class team's role
- You may outline more than one project on your application. However only one project per organization will advance out of the selection phase and present at the class retreat..
- Identify the project type: Operations, Program Development, Event, Social Enterprise, or Other
- Select the skills needed — but don't check every single box
- Leave room for creative solutions from the class
- Remember: No fundraising, marketing-only, or political projects
- 1,500-character maximum

Don't be so specific that it appears to leave no room for the class to innovate.

Objective at Completion

- How will this project impact the community you serve?
- Define a clear metric of success — this cannot be based on any monetary goal
- Explain how you will track this metric over time
- 1,500-character maximum



Pro Tip

Committee and class members favor projects with measurable, lasting impact. Think about what changes a year after completion.

Project Sustainability

- Outline your plan for continued use after initial completion
- How does this project fit into your organization's growth?
- Define your initial project budget (self-financed):

Annual Budget is under \$500K

→ Minimum \$500 project budget

Annual Budget is over \$500K

→ Minimum \$1,000 project budget

- Define your ongoing annual budget for the project
- The CEO/ED Letter of Appeal can make all the difference
- Committee and class members favor projects that become permanent fixtures

Proposal Submission Steps

What do you submit?

1. Pages 4-7 from RFP document that includes the following sections:
 - a. Section 1: Organization Information
 - b. Section 2: The Problem
 - c. Section 3: Solution / Project
 - d. Section 4: Objective at Completion
 - e. Section 5: Project Sustainability
2. Provide CEO/ED Letter of Appeal
3. Provide 501(c)(3) IRS Determination Letter



Pro Tip

Convert all files to **PDF** before sending.
This ensures your formatting and pagination remain intact for the selection committee.

How do you submit?

Submit via Email: Send your complete proposal package (as one or multiple attachments) to info@leadershipbc.org.

What is the deadline?

All submissions must be received by **Friday, July 12, 2026, at 5:00 PM EDT.**

Judging & Selection Process

Scoring (100 points max)

- The Problem — 25 pts
- Solution / Project — 25 pts
- Objective at Completion — 25 pts
- Project Sustainability — 25 pts
- CEO/ED Letter of Appeal — Required
- 501(c)(3) IRS Determination Letter — Required

Two-Round Selection

Round 1

Scored by our Leadership Forward Alumni Committee. 4–6 projects selected to present at class orientation.

Round 2

Selected orgs pitch their project at orientation. The class then selects projects at their retreat.

All proposals are given to class members unedited and as submitted to aid in their decision making.

If Your Project is Selected

- MOU must be signed by first of October to move forward (non-negotiable)
- Project Advisor assigned to support the class team and your organization
- Project planning and coordination will begin with develop project plan and ongoing management with project leads
- LPBC Leadership Forward logo featured on your website
- Reporting: follow-up on impact and metrics annually at minimum
- Featured in communications to alumni throughout the year
- Project and organization highlighted at annual celebration

2026–2027 Timeline

March 1, 2026	Request for Proposal is Open
May 15, 2026	Virtual Proposer Workshop (Presentation + Q&A) - Today
Week of May 18	Recorded Workshop made available
June 18, 2026	In-Person Workshop (Q&A + Breakouts)
July 10, 2026	Proposal Deadline (5:00 PM)
July 20, 2026	Proposals to Selection Committee
July 31, 2026	Scores back from Committee
August 12, 2026	Committee Selection Meeting (Round 1)
August 19, 2026	Project Presentation at Orientation (Round 2)
August 28 – 29	Overnight Retreat — Project Selection
September 2026	Kickoff Meeting with Co-Chairs & Advisors
October 2026	MOU completed and signed
November 2026	Project Plan completed
November 2026 - April 2027	Project Execution
May 7, 2027	Projects Completed

**Dates subject to change. Revised dates will be communicated in a timely manner.*

Next Steps

1

Register for a In-Person Workshop

If you haven't yet, register at leadershipbc.org. First-time applicants are encouraged to attend the in-person workshop on June 18.

2

Download the RFP

The full proposal document is available at leadershipbc.org. You may submit up to two unique proposals.

3

Submit by July 10, 2026 at 5:00 PM

Workshop Options: Virtual May 15 | Recorded (available week of May 18) | In-Person June 18

Questions?

Thank you for your interest!



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