



## **How To Prepare an Executive Summary for your Action Plan**

### **An ICP Training Document: 010323**

The following considerations will help donors understand what you intend to do, why it is important and how they can measure the outcomes. Once the Executive Summary is written, donors will know who you are, what your plan is, who it will affect, and how to measure the outcomes of their contribution. In effect, who, where, what, when, why, and how.

1. Who is asking for the funds?
2. What is the title and a compelling vision of the long-range program?
3. What community challenge(s) are address by the program?
4. Who will directly benefit from the program?
5. What is the first project that will contribute to the long-term program?
6. What are the most important steps to complete the first project?
7. Are there partners, either funding, in-kind or volunteer, in this effort?
8. How will project success be measured?
9. What is the budget for both short-term project and long-term program?
10. What supporting materials will be available upon request by a donor?

The next pages of this training package will define the sections in more detail. You can use the headers and replace the instructions shown in brackets [ ]. The final pages in this document are an example of a two-page Executive Summary. Your larger Action Plan will include much more information but you and potential donors will benefit from a concise introduction that includes:

- **Contact Information**
- **Title and vision of the overall program**
- **Importance of the challenge(s) addressed**
- **Beneficiaries of the program**
- **Description and timetable of the first project**
- **Potential partners**
- **Measurable outcomes of the project**
- **Short-term project and long-range program estimated budgets**
- **Support materials available upon request**

When fine-tuning an Executive Summary for a particular donor, always include how this program may benefit their mission and stakeholders.

**Grant Request for [Community], [State/Province], [Country]**  
**Two-Page Executive Summary**

**Submitted with respect by:** [Given Name] [Middle Name, if needed] [Surname]

**Title:** (if applicable) **Organization:** [if applicable, or the ICP name of community]

**Email:** [Submitter's Email] **Phone:** [+ x xxx-xxx-xxx]

**Address:**

**Title of Program:**

[A straightforward title of the program in terms of action]

**Overall Program Vision:**

[A three sentence, compelling description of long term program]

**Description of the Challenge(s):**

[What is the need; why is there a need; and why the need must be addressed?]

**First Project Steps:**

[A three sentence description of short term, specific goals in terms of actions]

**Who the Program Impacts:**

[The demographics of those that will benefit; who, how many, etc.]

**Follow-up Steps:**

[Longer-term goals in terms of fully addressing the challenges listed above]

**Potential Partners:**

[What organizations will be involved and how will they be involved?]

**Outcomes of the Project:**

[List the positive effects on those listed as those the program impacts"and detail the reasons]

**How We Measure Success:**

[What will be the difference between what is now and what will be after the project; use specific numbers and outcomes]

**Initial Project Budget:**

[Can be expressed in terms of short term goals to enable long term success; use local currency with U.S. dollar or Euro conversion]

**Long-Range Program Budget:**

[Expressed in phases of the project; budget must be mapped to specific outcomes and goals to make essential progress on the challenge]

**EXAMPLE**  
**Grant Request for Dayton, Ohio community, United States**  
**Executive Summary**

**Submitted with respect by:** J. Frederick Arment

**Title:** Chair of the Board

**Organization:** Cities of Peace, Inc.

**Email: Phone:**

**Address:**

**Title of Program:**

Cleaning the Headwaters of the Great Miami River

**Overall Program Vision:**

To ensure clean water for the Miami Conservancy Regional Groundwater Aquifer

**Description of the Challenge:**

Currently, there are seven points of pollution at or near the headwaters of the Great Miami River, which potentially cause an increase in negative health concerns for nearly one million downstream residents. According to the Miami Valley Health Cooperative (MVHC), incidence of water borne diseases is 30% higher than other communities in the Ohio Valley, which leads to many serious health issues not only in adults but children, especially in areas where poverty prevents adequate water treatment.

**First Project Steps:**

- Assess the data provided by the MVHC for accuracy and currency
- Identify the seven tributary streams and take water samples
- Survey the population for higher incidence of health issues
- Document and chart the results
- Convene a committee of partners that commit volunteer activities to assess actions
- Write goals and objectives to serve as a plan for corrective action

**Who the Project Impacts:**

Demographic data for residents is available in detail from the MVHC. Specifically, three areas where children and young adults reside are included in the first step project, which will include sampling and communications about the hazards.

**Follow-up Steps:**

- Write grants for additional funding for long-term remediation
- Put in place a bi-yearly survey of resident input and data
- Contact and provide alternatives to companies that have inadequate water systems
- Collaborate with the Ohio Agricultural Bureau to exchange data

- Engage law makers to provide legislation to alleviate pollution sources

**Potential Partners:**

- Miami Valley Health Cooperative
- Donations from local corporations
- Grants from civic leadership and Ohio clean water concerns

**Outcomes of the Project:**

- Increased water health awareness
- Reduction of pollutant sources
- Continuous monitoring of seven tributaries
- Data points on health issues, especially for children

**How We Measure Success:**

- Goal of 10% reduction in source pollution as measured by turbidity instruments
- Semi-annual survey data for downstream residents
- 25% increase in awareness of water borne hazards

**Initial Project Budget:**

The initial project as defined in First Project Steps will require \$3,000 for a contact project director of ten hours per week for three months @ \$25 per hour; \$1200 for one intern @ \$15 per hour for 10 hours for 2 months. Volunteer help will not be paid positions. Computer and charting time will be donated by MVHC. Total \$4200.

**Long-Range Program Budget:**

Estimates for a two-year program will depend on assessments provided by the First Step Project plan. Other comparative programs of this nature and scope (as provided by the Miami Valley Health Cooperative), with expanding criteria, outcomes, and reports budget between \$50,000 for a five year study and implementation of monitoring. Estimated total \$50,000.

Supporting materials, including a detailed Program Plan as well as photos, references and recommendations available upon request.

**NOTE:** Other examples of a Program/Project Executive Summary are available on our website: [www.internationalcitiesofpeace.org](http://www.internationalcitiesofpeace.org) under the ICP Tool Box under Programs.