# EMAIL TEMPLATE

**Subject:** Requesting Funds for Participation in Bridgespan’s Creating an Adaptive Plan Program

Dear [FUNDER],

Here at [ORG NAME], we’ve been thinking deeply about our future and our path towards that future – which is both critical, and challenging given the uncertainty we face as nonprofit leaders today. We’re excited to have found a program that will allow us to chart our path forward with support and intentionality, and **we are writing to request $10,000 in funding to support our executive team’s participation in this program**.

The program, run by The Bridgespan Group, is called Creating an Adaptive Plan, a self-paced online program which will help our executive teams agree on two‐year impact and organization goals, identify the shortlist of priorities we need to focus on, and design experiments and reactive steps to address the challenges we may encounter. I think this program would be incredibly valuable for our executive team because [\_\_\_\_\_\_\_\_\_\_\_]. The program will allow us to spend dedicated time over the next several months developing an adaptive plan, and ensuring that we’ll stick to our goals to make progress towards our future destination.

At the end of the program, our team will walk away with:

* + Two‐year impact and organization goals
  + A shortlist of priorities we need to focus on to achieve those goals
  + An understanding of where we might face challenges along the way
  + A set of experiments and reactive steps to stay on track towards our goals

Full program details can be found in [this PDF](https://bridgespan.org/bridgespan/Images/services/leadership-accelerator/FAQs/Creating-an-Adaptive-Plan-Overview-and-FAQ.pdf), but a few really interesting features of the program are:

* 1:1 coaching support from experienced Bridgespan consultants
* Access to practical tools and resources developed by Bridgespan
* A guided process to allow our executive team to engage in discussion and center racial equity in our planning process
* Opportunity to join a cohort of other nonprofit executives

We know that this is an investment of time and money, but we strongly believe that the return on this investment will be worth it. Participating in the Creating an Adaptive Plan program will help us be more rigorous, intentional, and adaptive, and will ultimate help us achieve [VISION/LONG TERM GOAL].

The next session begins in \_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_. Please let us know if you are able to support us by \_\_\_/\_\_\_/\_\_\_. Thank you for your consideration and we appreciate your support!

Best Regards,

[NONPROFIT LEADER]