PROPOSAL 5: BILINGUAL HEALTH NAVIGATOR

SAMPLE PROPOSAL PORTFOLIO | RHETORICAL METHODOLOGY COMPANION

Chapter 1: Writing Styles

Private sector proposals demand a combination of Promotional and Storytelling styles to align with corporate CSR branding.

Podcast: Proposal Voice

PDCST: Rhetorical Writing Styles

Bilingual Health Navigator Initiative

I. Executive Abstract

The Bilingual Health Navigator Initiative is a corporate-sponsored project to establish a network of bilingual community health navigators across five rural clinics. By addressing language barriers for Spanish-speaking families, health navigators guide patients through essential medical appointments, translate critical materials, and lead preventative wellness classes. The program utilizes compelling, community-centric storytelling to build trust and align clinical access with corporate social responsibility priorities.

Chapter 10: Stories

Qualitative patient vignettes humanize statistical health clinic disparities, building emotional persuasion.

Podcast: Needs Statements

PDCST: Humanizing Needs Statements

II. Problem & Needs Statement

Underserved Spanish-speaking families in rural agricultural counties experience disproportionate health disparities due to a total lack of language-accessible medical care. Local clinics have zero bilingual translation staff, resulting in misdiagnoses, underutilized preventative services, and frequent emergency room over-reliance. To measure program impact, navigators will log direct patient encounters (targeting 400 completed appointments) and administer quarterly patient survey completion rates to assess clinic trust and satisfaction.

Chapter 8: Collaboration

Using MS Planner or Kanban calendars coordinates corporate marketing schedules and clinic navigator shifts.

Podcast: Project Calendars

PDCST: Collaborative Proposal Design

III. Project Plan & Timeline (Gantt Chart)

The 12-month pilot sequences training, clinic deployments, and subsequent CSR publicity milestones.

Project Phase / Major Task	Q1	Q2	Q3	Q4
Bilingual Training & Hiring (Q1)	X			
Clinic Navigator Deployments (Q2-4)		X	X	X
Preventative Health Classes (Q3-4)			X	X
Joint CSR Publicity Campaigns (Q4)				X

Chapter 11: CSR Match

Private sector cost-sharing is often voluntary but highly valued to prove local corporate-community partnerships.

Podcast: Persuasion with MOUs

PDCST: Rhetoric of Cost Sharing

IV. Cost Proposal & In-Kind Match

We request $50,000 from the Duke Energy Foundation to support bilingual coordinator wages. Partner clinics provide a 17% in-kind contribution of office spaces.

Budget Category / Line Item	Funder Ask	In-Kind Match	Total
Bilingual Navigators (3 Wages)	$35,000	$0	$35,000
Clinic Donated Office Spaces	$0	$10,000	$10,000
Translated Wellness Materials	$8,000	$0	$8,000
Local Travel & Navigator Mileage	$7,000	$0	$7,000
Total	$50,000	$10,000	$60,000

Chapter 12: Integrity

Run a White Glove review before submission to ensure navigator wages and billing items align perfectly across sections.

Podcast: Proposal Editing

PDCST: Proposal Editing & Reviews

V. Sustainability Statement

Following the initial 12-month corporate pilot, partner health systems have committed to absorbing the navigator salaries directly into their annual operational budgets. The established Spanish educational resources will remain a permanent, reusable capacity asset across all regional clinics.