

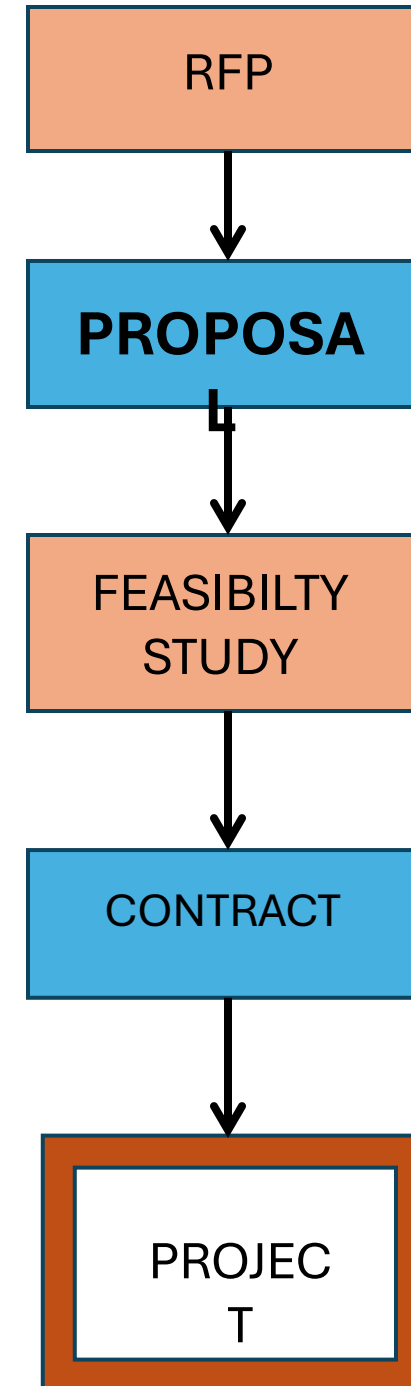
# PROPOSALS

CHAPTER: 10, 12

# Basic Persuasive Tasks

- 1. Spell out the problem (and its causes) clearly and convincingly.** Supply enough detail for your audience to appreciate the problem's importance.
- 2. Point out the benefits of solving the problem.** Explain specifically what your readers stand to gain.
- 3. Offer a realistic, cost-effective solution.** Stick to claims or assertions you can support.
- 4. Address anticipated objections to your solution.** Consider carefully your audience's level of skepticism about this issue.
- 5. Convince your audience to act.** Decide exactly what you want your readers to do and give reasons why they should be the ones to take action.

Flowchart showing the main documents involved in one possible project



**Feasibility studies:** documents that show the practicality of a proposed policy, product, service.

**RFP** (*request for proposals*) documents sometimes sent out by organizations wanting to receive proposals for a product or a service.

# An outline And model for Proposals

## **I. Introduction**

- A. Statement of Problem and Objective/Project Overview
- B. Background and Review of the Literature (as needed)
- C. Need
- D. Benefits
- E. Qualifications of Personnel
- F. Data Sources
- G. Limitations and Contingencies
- H. Scope

## **II. Plan**

- A. Objectives and Methods
- B. Timetable
- C. Materials and Equipment
- D. Personnel
- E. Available Facilities
- F. Needed Facilities
- G. Cost and Budget
- H. Expected Results
  - I. Feasibility

## **III. Conclusion**

- A. Summary of Key Points
- B. Request for Action

## **IV. Works Cited**

**In all three cases, proposals can be presented either as a:**

- short and simple format (***informal reports templates***)
- longer, more complicated format (***formal proposals***)

**Proposals can be either:**

- **Solicited** – Requested by the reader/client
- **Unsolicited** – Submitted to a client on your own without a request

**Reports and Proposals help organizational decision making. They are complex documents.**

**Adapted to their audience and purpose** **Comparative** **Formatted as both formal and informal.**

Informal reports and proposals	Formal reports and proposals
Focus on a specific problem, situation, event	Address complex problems, situations, <del>events</del>
Single author usually	Collaborative writing
One to few readers	For multiple readers of different specialities
2 – 5 pages	6 – more pages
External → letter; Internal → memo	Mostly external audience
Created per template	Often bound or with some (file) cover
Headings help readers to find information	Multiple level headings to help locate <del>information</del>
May include appendixes	Have front and back material: Title page, ToC, Appendixes

Proposals can be categorized in several ways relating to the audience and purposes

**Proposal Category**

- A. internal  
external
- B. formal  
informal
- C. solicited  
unsolicited
- D. sales  
research  
grant  
planning

**Definition of Category**

- within the organization
- outside the organization
- contains parts used in formal reports
- omits elements of formal reports; is often briefer
- is written in response to a request
- is written independently without a request
- attempts to sell a product or service
- seeks approval for a research study
- asks for funding for a project
- attempts to persuade the audience to take a certain action

<p>In-house proposal for security protocol training:</p>	<p>James Oliver, Chief Financial Officer, has received the results of an internal audit that found problems in the way client information is being digitally secured. He asks Greg Bass, Director of Information Systems (IS), to propose changes that will improve IS security and training of all affected employees.</p>
<p>In-house proposal for change in purchasing practices:</p>	<p>Mack Boh, Facilities Maintenance Supervisor at the Baltimore branch office, writes a proposal to Brenda Seymour, Purchasing Director, suggesting that M-Global use environmentally friendly cleaning products whenever possible. The proposal describes a system for trials of products for effectiveness; each branch will use the system to develop its own list of approved products.</p>



<p>Sales proposal for dam removal project:</p>	<p>The Minnesota Department of Natural Resources issues a Request for Proposals for the removal of an earthen dam from a state park. The dam, built in the 1930s, is no longer safe, and it is to be removed as the first step in a river restoration project.</p>
<p>Grant proposal for new equipment design:</p>	<p>Oilarus, Ltd., a British oil company, sometimes gives research-and-development funds to small companies. Such funding usually goes toward development of new technology or products in the field of petroleum engineering. Angela Issam, who works in M-Global's Equipment Design Lab decides to apply for funding for a research project. Her proposed project, if successful, would provide a new piece of oil-drilling safety equipment that would reduce the chance of offshore oil spills at production sites.</p>

## **Four keys to ace in proposal and report writing skills:**

- 1. Clearly understand your purpose** – why you are writing?
- 2. Address the needs of the audience** — what do they need?
- 3. Design your document per audience needs** – how any solution is offered?
- 4. Edit carefully** – the content must be error free, formal/business writings.

# Guidelines applicable to proposals, regardless of their audience or format:

**1. Plan well before writing** - survey the current situation, identify the best way to improve it, conduct research, collect background info, develop a plan (*what you'll need – resources, funds, equipment, expertise, benchmarks, timelines, expected benefits*).

**2. Make text visually appealing** - Remember—you are trying to sell a product, a service, or an idea; so, get your audience onboard!

- Use lists, bullets or numbered points to highlight main ideas
- Follow your readers' preferences in font size, type, line spacing, design.  
Proposals written in the reader-preferred format gain a competitive edge
- Use headings and subheadings to break up blocks of text
- Provide infographics where necessary

**3. Edit Carefully** – any factual or linguistic mistakes could come heavy with legal implications/ losses:

- No cloniness, no errors, clearly designed and well-written

A proposal is ***solicited*** or ***unsolicited*** depending on the audience's role in its initiation.

**Unsolicited proposal:** A document submitted without a request to convince your readers to adopt an idea, a product, or a service.

- *Unsolicited proposals are usually written as informal documents and often addressed to internal audiences.*

**Solicited proposal:** A document requested by the reader to help the reader solve a problem through the purchase of a product or a service.

- *Solicited proposals are usually written as formal documents and addressed to external audiences.*

**Request for proposal (RFP):** A document sometimes sent out by an organization that wants to receive proposals for a product or some service.

**The RFP gives guidelines on:**

- what the proposal should cover
- when it should be submitted
- to whom it should be sent

As writer, you should follow the RFP guidelines diligently in planning and drafting your proposal.

## **ABC Format: Unsolicited Proposal**

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- **ABSTRACT:** Gives a summary or “big picture” for those who make decisions about your proposal.
    - The need—a problem to be solved or situation to be improved
    - Summary of the solution
  - **BODY:** Gives the details about exactly what you are proposing to do.
  - **CONCLUSION:** Drives home the main benefit and makes clear the next step.
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## **ABC Format: Solicited Proposal**

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- **ABSTRACT:** Overview of the scope and desired outcomes
    - Scope of the proposal
    - Restatement of the situation or problem
    - Summary of proposing organization's qualifications
    - Benefits of the proposal
    - Overview of the general organization of the proposal
  - **BODY:** Details of the proposed plan, product, or service
    - Summary of the current situation
    - Background information and data as appropriate
    - Technical information
    - Management information
    - Cost information
    - (Appendixes—appear after text, but support body section)
  - **CONCLUSION:**
    - Benefits of accepting the proposal
    - Unique qualifications of the proposing organization
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## ABC Format: Grant Proposal

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- **ABSTRACT:** Overview of the project
    - Statement of need
    - Mission of your organization
    - Explanation of how the proposed program will meet the goals of the granting organization
  - **BODY:** Details of the proposal
    - Background information about your organization
    - Detailed explanation of the situation, including data and other supporting research
    - Objectives to be used to evaluate the success of the proposed program
    - Importance of proposal to the community
    - How results will be shared (for research grants)
    - Budget
  - **CONCLUSION:** Importance of the project
    - Summary of community needs to be met
    - How community needs fit the granting organization goals
    - Main reason why your organization is best suited to meet the community need
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