

PROPOSAL WRITING

- It is a plan or a scheme that persuades its readers to accept the idea written by one firm as a response to a request from another firm and can be also written without any prior request. It aims at obtaining commercial contracts.
- It is a written offer to undertake a project for designing, creating something new or for changing or modifying an existing procedure, method, system or structure within a specified period of time.

- Any proposal offers a plan to fill a need, and your reader will evaluate your plan according to how well your written presentation answers questions about
- WHAT you are proposing,
- HOW you plan to do it,
- WHEN you plan to do it, and
- HOW MUCH it is going to cost.
- ***Proposals are informative and persuasive writing because they attempt to educate the reader and to convince that reader to do something.***
- The goal of the writer is not only to persuade the reader to do what is being requested, but also to make the reader believe that the solution is practical and appropriate. In persuasive proposal writing, the case is built by the demonstration of logic and reason in the approach taken in the solution.

- **Types of proposals**

- External proposals : A proposal written by a firm in order to win contracts for work.
- Internal proposals : The writer prepares an internal proposal with a motive to convince the person or a group in authority to allow him to implement his ideas. It is submitted within a company.

With internal proposals, you may not have to include certain sections (such as qualifications), or you may not have to include as much information in them

- **Solicited proposals** : It is a proposal prepared in response to an invitation from a firm or some government or non- government organization. These invitations are published in the news papers as *tender notices*. The writer is required to supply relevant particulars, as demanded by the firm to win the project.
- **Unsolicited proposals** : It is a proposal prepared by an individual on his own initiative, without any external encouragement or request , to solve a problem or to meet a specific need as perceived by him and convince the authority to allow the writer to implement his idea.

● Characteristics of a proposal

- It must tell the reader what you plan to do, how will you do it, how much time will you take in completing it and what will it cost.
- Since it is persuasive in nature it should be based on the AIDA plan
- Attention is caught towards what is being proposed
- Interest is created by pointing out how the work will be executed.
- Desire has to be generated to accept the proposal by highlighting the benefits and advantages
- Action is induced by persuasive reasoning

- Qualities of a good proposal
- A number of factors play a role in converting this selling tool into a contractual commitment
- Understand customers need as well as the products and services.
- Specify the scope clearly
- Be realistic in your estimate of time, money, material and personnel required.
- Establish your credentials for accomplishing the task
- Highlight the benefits that would accrue to the customer.
- Keep the proposal short and simple
- Use plain language.
- Mention the risks and benefits that are likely to occur.

- The most basic composition of a proposal, as with any other written document, is simple; it needs a ***beginning*** (the Introduction), a ***middle*** (the Body of material to be presented) and an ***end*** (the Conclusion/Recommendation).
- The **INTRODUCTION** presents and summarizes the problem you intend to solve and your solution to that problem, including the benefits the reader/group will receive from the solution and the cost of that solution.
- The **BODY** of the proposal should explain the complete details of the solution: how the job will be done, broken into separate tasks; what method will be used to do it, including the equipment, material, and personnel that would be required; when the work will begin; and, when the job will be completed. It should also present a detailed cost breakdown for the entire job.

- The **CONCLUSION** should emphasize the benefits that the reader will realize from your solution to the problem and should urge the reader to action. It should be encouraging, confident and assertive in tone.
- Facts must lead logically and inevitably to the conclusion and/or the solution presented.
 - Evidence should be given in a ***descending order of importance***, beginning with the most important evidence and ending with the least important.

- **PROPOSAL DEVELOPMENT STRATEGIES AND WRITING TIPS**
- Use outline formats and listings whenever possible to break up narrative texts.
- Use visuals to enhance and explain abstract concepts and relationships. (Do not overuse.)
- Don't overkill a point. State it, support it, and move on to the next point.
- Use forecasting and internal summaries to help the reader know where they are and where they are going.
- Be generous with transitions as they will help the reader to know where they have been and where they are going.
- Avoid equivocal language, such as: "might, could, ought, may, should, hope, will consider, it appears".

- Don't avoid significant issues which apply to the project or potential problems which may be relevant to the project. It is better to take a stand and discuss a process for dealing with anticipated problems than to avoid these questions.
- Avoid impossible promises.
- Avoid unsupported subjective arguments.
- Do not assume that the reader will be intimately familiar with the subject.
- Sequence the components of the proposal in a logical manner.
- Carefully review, edit, and proofread -- again and again. Get others to help, as in another opinion in a medical manner. Avoid errors in grammar, spelling, math, and maintain a clean overall appearance.
- A proposal should be readable, should not be missing pages, and should be written in the same consistent style throughout.

- **Organization of Proposals**
- As for the organization of the content of a proposal, remember that it is essentially a sales, or promotional kind of thing. Here are the basic steps it goes through:
- You introduce the proposal, telling the readers its purpose and contents.
- You present the background—the problem, opportunity, or situation that brings about the proposed project. Get the reader concerned about the problem, excited about the opportunity, or interested in the situation in some way.
- State what you propose to do about the problem, how you plan to help the readers take advantage of the opportunity, how you intend to help them with the situation.
- Discuss the benefits of doing the proposed project, the advantages that come from approving it.

- Describe exactly what the completed project would consist of, what it would look like, how it would work—describe the results of the project.
- Discuss the method and theory or approach behind that method—enable readers to understand how you'll go about the proposed work.
- Provide a schedule, including major milestones or checkpoints in the project.
- Briefly list your qualifications for the project; provide a mini-resume of the background you have that makes you right for the project.
- Now (and only now), list the costs of the project, the resources you'll need to do the project.
- Conclude with a review of the benefits of doing the project (in case the shock from the costs section was too much), and urge the audience to get in touch or to accept the proposal.

- Front Matter
- Letter of Transmittal/ statement of request
- Title Page
- Project Summary (approx. 200 word abstract)

THE PROPOSAL

- Introduction Body
Project Proposal: (Includes Statement of the Problem, Proposed Solution(s), Program of Implementation, Conclusions/Recommendations)
- Conclusion/Recommendations
- Back Matter
- Bibliography and/or Works Cited Qualifications (of writer(s) and/or project implementers)
- Budget
(Itemization of expenses in the implementation and operation of the proposed plan, and detail of materials, facilities, equipment and personnel)
- Appendices

- Format
- Cover page

A proposal

For

TITLE

By

Name

Designation

Name of the Organization

Date

- Title page

A
Proposal
For
TITLE

Submitted to

Name of the recipient

By

Proposers name

Designation

Name of the organization

Date

Statement of Request

- Date
- Name of the proposer
- Designation
- Organization name
- Name of the addressee
- Designation
- Organization name
- Subject:.....
- Sir
- In response to your advertisement in The Times dated 7th may'05 I would like to submit a proposal enclosed herewith.
- I shall be thankful to you if you will kindly let me know the status of the proposal at the earliest.
- Yours faithfully
- Sign
- Name
- Designation
- Enclosed: Proposal

- **Summary**
- It conveys the jist of the entire proposal to the authorities who have to take a decision.
- It must contain all the information in brief.

Summary

5. Project title
6. Proposer (Name & designation)
7. Proposers Address (Organization Name)
8. Venue of work
9. Time needed to begin after approval
10. Duration
11. Estimated cost
12. Summary of the main body

- Introduction / Statement of problem:
- Defines the need or states the problem to which the proposal is addresses itself.
- Have to give a brief background in terms of the work already done and its inadequacy in the present circumstances.
- Defines the scope and limitations of the project.
- **Background on the problem, opportunity, or situation.** Often occurring just after the introduction, the background section discusses what has brought about the need for the project—what problem, what opportunity there is for improving things, what the basic situation is.

- Objectives:

- To what extent your proposal is going to solve the existing problem or effect the change.
- Stated in terms of long and short term goals.
- Objectives must be tangible, specific, concrete, measurable, and achievable in a specified time period

- Management Plan / Methodology:
- Describes how you will accomplish the proposed task. **Method, procedure, theory.** The plan of action for doing the proposed work, if approved to do it. This acts as an additional persuasive element; it shows the audience you have a sound, well-thought-out approach to the project.
- facilities required The existing ones and which may be needed but are not there. (Justify the requirement)
- **Schedule.** The time required to complete the work Most proposals contain a section that shows not only the projected completion date but also key milestones for the project. If you are doing a large project spreading over many months, the timeline would also show dates on which you would deliver progress reports. And if you can't cite specific dates, cite amount of time or time spans for each phase of the project..

- **Qualifications**
- The proposer has to convince the authority concerned that he is fully qualified in all respects to do the proposed work.
- Most proposals contain a summary of the proposing individual's or organization's qualifications to do the proposed work. It's like a mini-resume contained in the proposal. The proposal audience uses it to decide whether you are suited for the project. Therefore, this section lists work experience, similar projects, references, training, and education that shows familiarity with the project.

- Technical Plan:
- Describe technically how the proposal would solve the problem.
- Discuss the theoretical or analytical experiments to be followed by you.
- Specify the instruments, equipment and materials that would be needed and how all they be utilized.
- If new instruments are needed then justify the requirement clearly indicating the advantages.

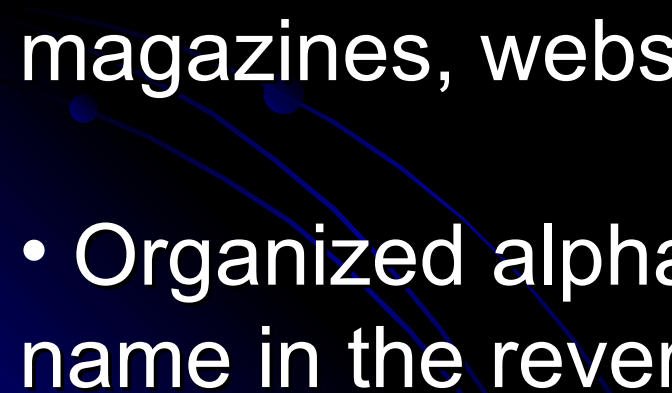
- **Cost Estimate:**
- **Costs, resources required.**
- **Most proposals also contain a section detailing the costs of the project, whether internal or external. With external projects, you may need to list your hourly rates, projected hours, costs of equipment and supplies, and so forth, and then calculate the total cost of the complete project. With internal projects, there probably won't be a fee, but you should still list the project costs: for example, hours you will need to complete the project, equipment and supplies you'll be using, assistance from other people in the organization, and so on.**
- **Furnish the details of all the expenses.**
- **These should include the amount required for the following items: material, equipment, computer time, lab testing, salaries of the people involved in the work, travel, infrastructural facilities such as land, building, water, electricity etc.**
- **The estimate should be realistic and logical.**

● **Conclusions**

- The final paragraph or section of the proposal should bring readers back to a focus on the positive aspects of the project (you've just showed them the costs).
- In the final section, you can end by urging them to get in touch to work out the details of the project, to remind them of the benefits of doing the project, and maybe to put in one last plug for you or your organization as the right choice for the project.

- **Special project-specific sections**
- Remember that the preceding sections are typical or common in written proposals, not absolute requirements.
- Similarly, some proposals may require other sections not discussed above.
- Don't let your proposal planning be dictated by the preceding discussion.
- Always ask yourself what else might my audience need to understand the project, the need for it, the benefits arising from it, my role in it, my qualifications to it What else might my readers need to be convinced to allow me to do the project? What else do they need to see in order to approve the project and to approve me to do the project?

Bibliography

- It refers to a descriptive list of sources which have been consulted to write an article or a report. Information for bibliographies is taken right from the source.
 - It includes all the sources- books, journals, magazines, websites, articles etc.
 - Organized alphabetically listing the authors name in the reverse order.
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Format:

- **Books/Single Author**
- A typical bibliography entry for a book has three parts: the author, title, and publication information (this last includes place of publication, publisher, and date of publication). These will appear as follows:
- Author's last name, first name. Title of book. Place of publication: Publisher, copyright year
- Crystal, David. *English as a global language*. Cambridge; Cambridge university press, 1997.
- Kasson, John F. *Civilizing the Machine: Technology and Republican Values in America 1776-1900*. New York: Penguin, 1976.

- **Multiple Authors**

- Ehrenreich, Barbara, and John Ehrenreich, eds. *The American Health Empire: Power, Profits, and Politics*. New York: Vintage, 1971.

- **For an encyclopedia article**

- Article author's last name, first name. "Title of article." Name of encyclopedia. Copyright year. Volume number, page(s).
- Clark, William W. "Gothic Art." World Book Encyclopedia. 2002. Volume 8, pp. 277-278.

- **For a magazine or newspaper article:**

- Article author's last name, first name. "Title or headline of article." Name of magazine or newspaper. Date of magazine or newspaper, page(s).
- McGill, Kristy. "A Baltic Scramble." Faces. May, 2003, p. 27.

- **For an internet address:**
- Author's last name, first name. "Title of item." [Online]
Available <http://address/filename>, date of document or download.
- DiStefano, Vince. "Guidelines for Better Writing." [Online]
Available <http://www.usa.net/~vinced/home/better-writing.html>,
October 5, 2002.
- **For audiovisual materials:**
- Title of material. Type of material. Place of publication:
Publisher, copyright date.
- Bizet's Dream. Videotape. New York: Sony Wonder, 1998.
- **For a cd-rom:**
- "Article title." CD-ROM title. CD-ROM. Copyright date.
- "Titanic Disaster." Encarta 99 Encyclopedia. CD-ROM. 1999

- CHECKLIST FOR STATEMENT OF GOALS, OBJECTIVES AND ACTIVITIES
- Are there one or more goals that reflect the need for the project and clearly show its purpose and direction?
- Is there at least one objective for each need or problem committed to in the needs/problem statement?
- Are the objectives realistic and appropriate?
- Are the objectives stated in terms of outcomes and not in terms of methods or activities?
- Do the objectives describe the population that will benefit?
- Do the objectives state the time by which they will be accomplished?
- Do the objectives describe the outcomes of the project in measurable terms?
- Do the activity statements show how the objective will be put into operation and accomplished?

● AESTHETICS CHECKLIST

1. Does the cover express something of the content of this proposal or the nature of your organization?
2. Is there a Table of Contents?
3. Is there a title page with all necessary background information describing this document?
4. Is the summary no more than 3/4 of a page long?
5. Does the organization of the proposal enhance the content and make it easy to find/avoid types of information?
6. Are the margins consistent?
7. Is the pagination accurate?

8. Did you use a consistent type-style?
9. Is the copying high-quality?
10. Did you footnote narratively?
11. Did you use color coding?
12. Did you avoid unnecessary charts, tables, diagrams?
13. Is the binding neat and attractive?
14. Has it been reviewed for spelling/grammar/diction?
15. Is the typing accurate?
16. Are the section-headings clear and consistent in format?

● Why Are Proposals Turned Down?

- The problem is trivial or is unlikely to produce new or useful information.
- The proposed research is based on a hypothesis that rests on doubtful, unsound or insufficient evidence.
- The problem is more complex than the author realizes.
- The problem is local in significance, production, or control, or otherwise fails to fall clearly in the mainstream of the discipline.
- The problem is intellectually premature - only a pilot study.
- The problem as proposed is overly involved with too many elements required to be investigated simultaneously.
- The description of the research leaves the proposal nebulous, diffuse, and without a clear aim.

- The proposed methodology, including tests and procedures, are unsuited to the objective. May be beyond the competence of the investigator.
- The over-all design is not carefully thought out.
- Statistical aspects are not given sufficient consideration.
- Approach lacks imagination or originality.
- Controls are either inadequately conceived or described.
- Proposed material for research is unsuited or difficult to obtain.
- The number of observations proposed is unsuitable.
- Available equipment is unsuited to the research.

- The proposal will be accepted if the proposal is able to convince the reader about the ability of the organization to do the proposed work and how well it has been planned.

