

# PROPOSAL-WRITING TIPS

Writing Support Desk



University  
of Windsor

[writingsupport@uwindsor.ca](mailto:writingsupport@uwindsor.ca)

# What is a project proposal?

Outlines everything a reviewer needs to know to evaluate your project.

The proposal informs and persuades while combining other project management skills.

e.g., research, data analysis, and some copywriting.



# 7 steps to writing a good proposal

Define the problem

Present your solution

Define Deliverables & Success Criteria

State your plan or approach

Outline Project Schedule & Budget

Tie it all together

Edit/ Proofread your proposal





# OTHER THINGS TO CONSIDER

**Your Audience**

**Potential Pitfalls**

**Data and Research  
Needed**



## Step One:

# DEFINE THE PROBLEM



# What's the problem your project is trying to address?

Why is it a problem?

Why is it worth solving?

Make your audience see the  
problem the way you see it.



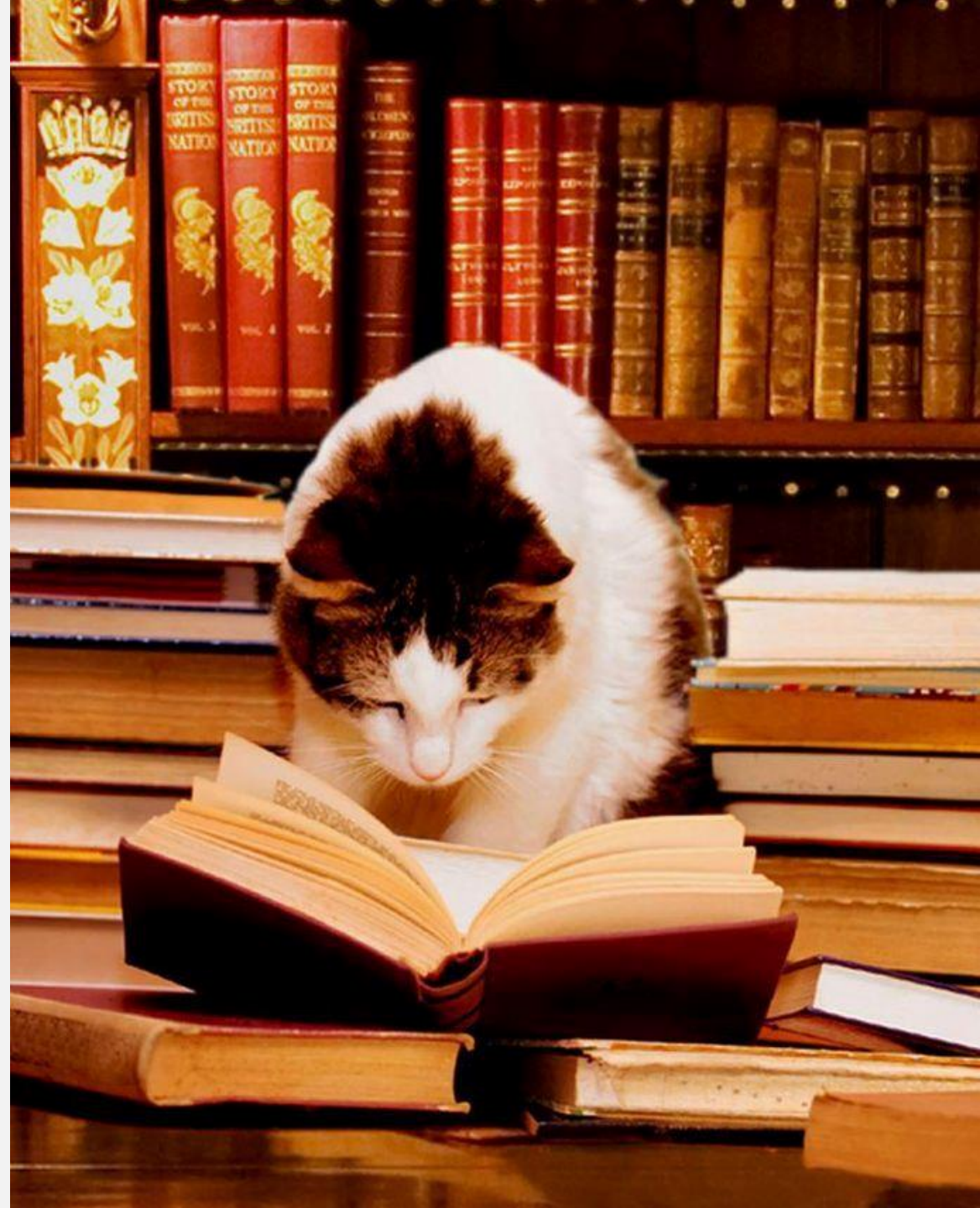


# Tips

- **Start Strong** – readers don't have much time to evaluate your proposal.
- **Use Facts, not opinion** – ground your presentation of the problem in data. Don't exaggerate!



STEP TWO:  
**PRESENT  
YOUR  
SOLUTION**





# WHERE TO START?

- How will your solution solve the problem?
- Why is your solution better than other similar solutions?
- Discuss why other solutions will not work or not work as well for the situation.



# Tips

- Anticipate Questions & Objections.
- Present the solution's larger impact.
- Again, favour fact over opinion.



# Step 3: DEFINE DELIVERABLES AND SUCCESS CRITERIA





This section offers  
an overview of  
what your  
project will  
provide  
&  
an account of  
how you know if  
it is successful.



# Tips

## INCLUDE DELIVERY DATES

**Not only outline what your project is going to deliver, but also include when you plan to complete EACH deliverable.**





# TIPS

## KEEP YOUR SOLUTION

- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Time-Based.**





Step Four:  
**STATE YOUR  
PLAN OR  
APPROACH**



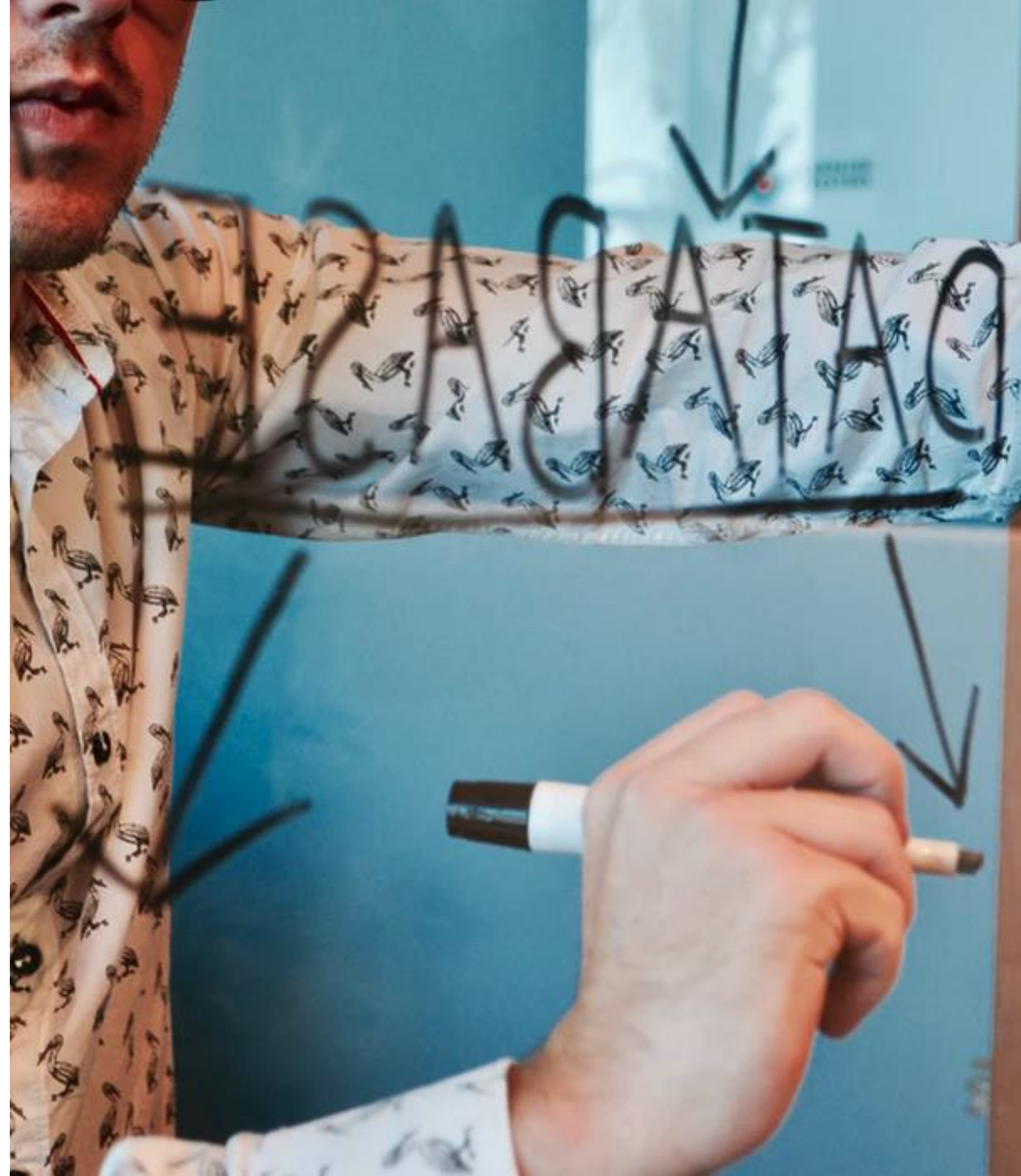


# THE NUTS AND BOLTS OF YOUR PROJECT

- Introduce your strategy or approach and why it is applicable to this situation.
- Discuss how you plan to handle problems and your strategies for mitigating risks.



# Step Five: Schedule & Budget





# Tips

- Here you outline project costs and detail how you will meet deadlines.
- Provide as much detail as possible.
- Don't guess – be as specific as possible!
- If there are parts of the project that can be done simultaneously, note this.



# Step Six: Tie it Together



# End with a conclusion that summarizes the problem, solution, and benefits

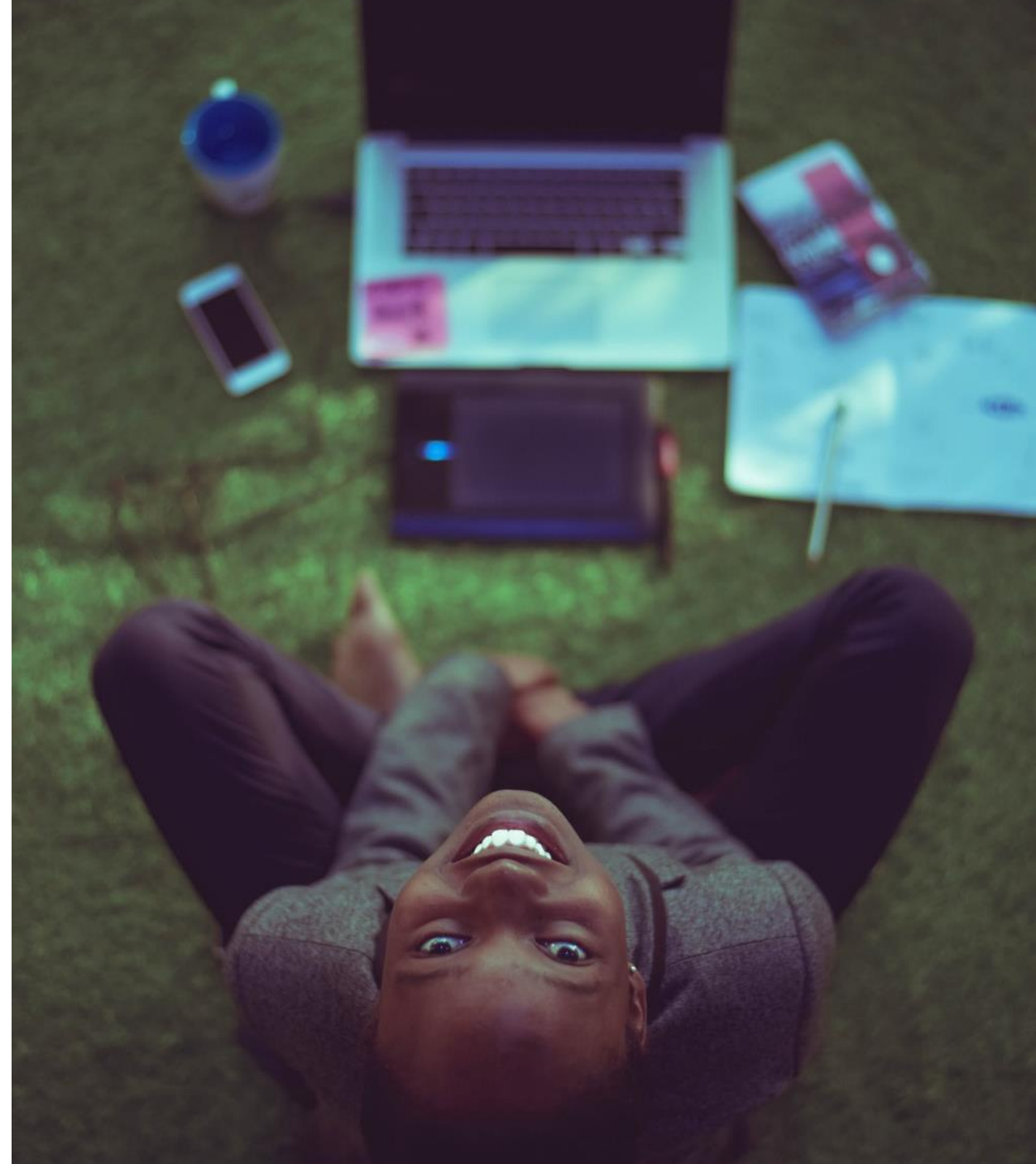
- Your proposal should read like a story.
- Don't introduce anything new or extraneous.
- Make sure that all of the elements of your project are present.

**End with a roar, not a whimper!**





# Step Seven: EDIT AND PROOFREAD





# Thank you.

[writingsupport@uwindsor.ca](mailto:writingsupport@uwindsor.ca)



University  
of Windsor