



Individual Proposal Letter

Unsolicited Letter Proposal



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- You will write an **unsolicited** letter to a potential client for a project that you want to take on in the Dallas area. The project can be related to your academic, professional, or personal interests, but it should be realistic and feasible. The purpose of the letter is to persuade the recipient to consider your proposal.

Components of the letter



- An introduction that identifies yourself, your project, and your main goal.
- A background that provides some context and rationale for your project, such as the problem or opportunity that it addresses, the benefits or outcomes that it will produce, and the relevance or significance of it for the recipient.
- A research design of your project that explains what it is, how it works, what resources or support it requires, and what timeline or milestones it follows.
- A conclusion that summarizes your main points restates your request and a request for action that asks the recipient to respond to your proposal, such as by agreeing to a meeting, providing feedback, or expressing interest or telling the recipient what's next.



Criteria

- The letter should be 4-5 pages long, typed in a standard font and size, and formatted according to the guidelines for business letters.
- You should use clear and concise language, appropriate tone and style, and persuasive strategies to convince the recipient of your proposal's value and feasibility.
- You should also cite any sources in IEEE that you use to support your claims or provide evidence for your project.

Rubric

- Introduction (20)
 - Does the introduction clearly state the problem and its background?
 - Does the introduction provide an overview of the approach and its solutions?
 - Does the introduction specify the scope and limitations of the project?
- Body (30)
 - Does the body describe the research design in detail, highlighting the features and benefits of the proposal?
 - Does the body present a realistic and feasible plan outlining the project's phases, tasks, deliverables, and costs?
 - Does the body demonstrate the qualifications and expertise of the proposer and the team?
- Conclusion (20)
 - Does the conclusion summarize the main points of the proposal?
 - Does the conclusion discuss the implications and significance of the project?
 - Does the conclusion indicate the next steps and actions to be taken?
- Proofreading (15)
 - Is the proposal written in a professional tone and style using correct grammar, spelling, and punctuation?
 - Is the proposal formatted according to the formal letter conventions?
 - Is the proposal designed and organized to enhance readability and clarity for the intended audience?
- Research (15)
 - Is the proposal formatted according to the IEEE citation style?
 - Is the proposal supported by relevant and credible evidence from various sources?

