Chapter - Proposals

Chapter Includes

- Objectives For Writing Proposals

- Criteria For Proposals

- Process

Objectives

- **Why write proposals?** – to put across ideas or a course of action to bring a change/ innovation/ solution

- **Internal proposal** – request from within

- E.g.
  - purchase of a new facility,
  - finding a solution to a problem

- **External proposal** – request from outside

- E.g.
  - Bids for setting up a system/software/road repairs etc.
  - Policy inputs for government

Criteria for proposals

A proposal should have the following:

1. Cover letter   2. Title page

3. Table of contents   4. List of illustrations

5. Abstract/ES   6. Introduction

7. Discussion

8. Conclusion/recommendations

9. Glossary   10. Reference list

11. Appendix

1. Cover letter

- It will cover

- **Why** the proposal – rationale, objective

- **What** are you writing about - subject

- What is of **importance** in proposal

- **What** next as follow up

- **When** the action will occur

- **Why** date is important

- Highlight whether **requested** or you are **sending**

2. Title page

- It tells the reader
- **Title** of proposal
- **Name** of co., writer(s)
- **Date** of proposal
- Proposal **to**

Internal proposal e.g.

Proposed cable transmission network

From: Dept.

To: Dept. Name

- Prepared by_____Date_____
- Reviewed by_____Date_____
- Recommended by_____Date_____
- Recommended by_____Date_____
- Approved by_____Date_____

External proposal e.g.

Proposal to maintain computer equipment

For/To

Co. Name

Address

Submitted by

Name

Co. , Address

Date

3. Table of contents (TOC)

- **Why table of contents?**

  - Variation in audience

  - Help them find their section

- **It should include:**

  - Main and minor topics

  - Page numbers

Example of flawed TOC

Table of Contents

Example of effective TOC

4. List of illustrations

- A separate list
- Should be clear and informative
- **E.g. Is this flawed???**

Well-made list

List of illustrations

5. Abstract (executive summary)

- A section of audience with little time and technical knowledge - Abstract is the answer

- It is brief overview - key points of the proposal
  - Abstract of Proposal
  - Abstract of a Report

- Much longer than an abstract for a conference

- Should be 5-15% - length of proposal – replication of proposal in format:

- **Heading - Executive Summary –** centered

- **Introduction** – purpose- problem

- **Discussion** - solution offered by the proposal

- **Conclusion/Recommendations** - benefits

6. Introduction

- Two primary sections
- **Purpose** – *why* is the proposal being written - *What* do you hope to achieve when proposal is implemented
- To make reader understand the intention of the proposal
- Restricted to few lines

Effective purpose statement

1. Introduction

1.1. Purpose

This is a proposal for a storm sewer survey for Yakima. First the survey will identify the storm sewers that need repairs and then it will suggest public work projects to control residential flooding in Yakima.

- ***Problem***

- What is the problem – itemization and quantification of problem - Use headings and subheadings - use bullets

Why its important?

1. Brings to focus that problem exists and proposal gives solution

2. Reflects that proposal writer truly understands the problem

   - reveals the severity of the problem

   - Reveals your expertise

1.2. Problem

1.2.1. Increased flooding – *Residential basement flooding in Yakima has been increasing. Fourteen basements were reported flooded in 2004, whereas 83 residents reported flooded basements in 2005*

1.2.2. Property damage – *Basement flooding has led to over 3,00,000 US $ of damage. The following are commonly reported as damaged property:*

1. *Washers*
2. *Dryers*
3. *Freezers*
4. *Furnaces*

Major appliances cannot be repaired after water damage. Flooding can also result in expensive foundation repairs

Discussion

- Biggest section – 85% of the matter here
- *What* are the solutions and methods to achieve - proposed - *what* will proposal achieve
- **Analyses** – existing situation, solution with benefits
- Technical description of tools, methods, products
- Options – Methodologies and purchase options
- Managerial chain of command (organizational charts)

- Biographical sketch of personnel
- Corporate and employee credentials – Year in business, satisfied clients, certifications, accomplishments
- Timeline – implementation schedules, reporting intervals, maintenance schedules, Delivery schedules, completion dates, payment schedules, project milestones
- Cost charts
- Use of figures, tables for clarity, conciseness

Conclusion/recommendations

- Reinstate the problem

- Recommendations – solutions and next course of action – *when* it should happen and *why*

- Use highlighting techniques – headings, subheadings, boldface, underline, itemization,

3.0 conclusion

Our line capability between San Marcos and LaGrange is insufficient. Presently, we are 23 percent under our desired goal. Using the vacated fiber cables will not solve this problem because the current configuration does not meet our standards. Upgrading the current configuration will improve our capacity by only 9 percent and still present the risk of service outages.

4.0 recommendations

We suggest laying new fiber cables for the following reasons. They will:

1. *Provide 63 percent more capacity than the current system*

2. *Reduce the risk of service outrages*

3. *Allow for forecasted demands when current capacity is exceeded*

4. *Meet standard configurations*

If these new cables are laid by September 1, 2005, we will predate new tariff plans to be implemented by the new fiscal year

9. Glossary

- A alphabetical list of high-tech terms

- Used after conclusion/recommendations section – can be placed in the beginning

- Essential part - as - proposal dealing with all types of audience

- Usage – first time usage – add asterisk (*) and lead reader to glossary through footnote

- *This and subsequent terms followed by an asterisk are defined in the glossary beginning on page 7*

Example

Glossary

BSCE: Bachelor of Science, Civil Engineering

Drainage studies: The study of moving surface or surplus water

Gb: Gigabytes

POP: Place of purchase

10. References

- Work cited – research used in proposal – use MLA (Modern Language Association), APA (American Psychological Association) or IEEE format

- All quoted or paraphrased sources to be cited

- Like books, journals, websites etc.

11. Appendix

- Additional information/tables/figures - not key ideas

- Key ideas to remain in text/main proposal

- E.g. previous report findings, letters, memos, questionnaire used in survey, maps etc

Process

Prewriting

- Develop idea – listing – brainstorming – reporter's questions – branching etc

- Gather data or research – literature – pilot study/survey to get an idea

- E.g. Proposed changes in pipeline – survey people of the problems in water supply

Survey

- to make a questionnaire – technique for it:

  - Write whatever question comes to mind

  - Don't delete or prioritize questions

  - Organize as per rational order – delete/ make additions

  - Format the list in questionnaire form

  - E.g. if a research testing some parameters – include questions for each parameter

  - Pilot it

Writing

- Review prewriting – all data available? If not, add – Delete irrelevant data

- Organize data – Different organization pattern for each section

  - Abstract – problem/solution/benefit

  - Introduction – purpose –*why* – Problem – *what* – Cause/effect

  - Main text –

    - Chronology – Procedures, timeline/schedules

Rewriting

- Add details for clarity – use tables, figures, etc – add glossary
  - Tables – in cost section
  - Figures
    - **Line chart** – to show upward/downward movement over period of a time – e.g. increase in co. profits
    - **Bar charts** – for comparison – superiority of one product/service over other
    - **Pie chart** – Money or time allocated to an activity
    - **Line drawing or photograph**– technical description
    - **Flowcharts** – Procedures
    - **Organizational chart** – managerial chain of commands

- Delete dead words and phrases to bring conciseness

- Simplify words

- Move information

- Humanize the text – see the tone – use +ve words – pronouns (we, You)

- Correct errors – typo, informational

- Avoid or change the use of sexist language – e.g. change *foreman* to *supervisor, manpower* to *workforce*