| Shipley Logo_Single LineProposal Development Worksheet | | | |
| --- | --- | --- | --- |
| Writer’s Information | | | |
| Relevant Proposal Information | | Relevant RFP Locations | |
| Proposal |  | Instructions (L\*) |  |
| Volume and Section |  | Evaluation Criteria (M\*) |  |
| Section Title |  | Statement of Work (C\*) |  |
| Number of Pages |  | Deliverables (F\*) |  |
| Number of Visuals |  | Data (CDRLs\*) |  |
| Other Information |  | Attachments |  |
| Author |  | Other RFP References |  |

\*Section in a Federal RFP

| Section Compliance Checklist | |
| --- | --- |
| RFP Paragraph | Compliance Requirement |
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| Section Outline (Based on Requirements of RFP) | |
| --- | --- |
| Section Number | Section Title |
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| Relevant Proposal/Volume Strategies |
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| Defining Your Solution |
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| Major Issues |
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| Approach(es) to Requirements and Issues |
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| Features and Benefits of Your Solution | | | | | |
| --- | --- | --- | --- | --- | --- |
| Features | Benefits | Important? | | Unique? | |
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| Developing Your Section Messages | | | |
| --- | --- | --- | --- |
| Section Discriminators | | | |
| Us (Positives) | Them (Negatives) | Ghost? | |
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| Risk Management | |
| --- | --- |
| Risk Element | Management Approach |
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| Relevant Experience |
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| Past Performance |
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| Section Messages |
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| Section Theme Statement |
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| Creating Key Visuals | |
| **To create visual, click in space below and use these options:**   * **Copy** and **Paste** from another document * **Insert | Picture** (choose file or chart) or **Object** (choose chart, spreadsheet, drawing, slide, picture, file, etc.) * Select **Table | Insert | Table** and edit with standard techniques * Use **Drawing Toolbar** to add or format graphic elements (unprotect document first and **reprotect afterwards**) | |
|  | |
| Action Caption | |
| Figure Number | Figure Title |
|  |  |
| Caption | |
|  | |
| To add a new visual page **BEFORE** or **AFTER** this one, double-click the appropriate button: Before Small After Small | |