PROJECT PROPOSAL

[Project Name]

1. Summary

This section should include information for those readers who will not read the entire document but who will need a summary of the proposal. Although this section appears first in the document, it is usually written last.

The summary should remain on a separate page and not exceed one page.

The summary should contain the following elements:

- Brief identification and purpose of your organization

- The purpose and anticipated end result of this proposal

- The type and amount of support requested

- The total anticipated budget

- Other information you deem pertinent

2. Introduction

Introduce your organization here.

It is best to begin by explaining how and why your organization was founded. It is also a good idea to provide a mission statement so that your readers know who you are and what you do.

Your introduction can include information such as the purpose of your organization, a description of its activities, a description of its target population, and evidence to show that it is a healthy organization.

3. Needs/Problems

Identify the needs or problems to be addressed. Include the target population and any statistical information that you may have. Ideas for information to include here are:

• Length of time needs/problems have existed

• Whether problem has ever been addressed before, and what the outcome was

• Impact of problem to target population

• Impact of problem to surrounding populations

4. Goals/Objectives

State the desired goals and objectives to address the needs/problems stated above. Also include key benefits of reaching goals/objectives.

• Specific & measurable goal 1

• Specific & measurable goal 2

• Specific & measurable goal 3

5. Procedures/Scope of Work

Provide detailed information about proposed procedures, if available, and the scope of work. Include information on activities such as recruiting, training, testing, and actual work required.

6. Timetable

Provide detailed information on the expected timetable for the project. Break the project into phases, and provide a schedule for each phase.

	Description of Work	Start and End Dates
Phase One		
Phase Two		
Phase Three		

You can also use a Gantt chart for more detailed project timetable:

ACTIVITY	IMPLEMENTATION TIME			RESPONSIBILITY
1. Design and implement training program for project management	Month 1	Month 2	Month 3	
	XXXXXXX			Program Manager (PM)
1.1. Conduct needs assessment		XXXXXX		Consultant
1.2. Design training modules			XXXXXX	Consultant
1.3. Conduct training			XXXXXX	Consultant
2. Improve procedure for project management	XXXXXXX	XXXXXX	XXXXXX	Program Manager
2.1. Conduct management audit of current procedures		XXXXXX		Consultant

7. Budget

State the proposed costs and budget of the project. Also include information on how you intend to manage the budget.

	Description of Work	Start and End Dates
Phase One		
Phase Two		
Phase Three		
	Total	**$ 0.00**

8. Key Personnel

List the key personnel who will be responsible for completion of the project, as well as other personnel involved in the project.

Client	[name]
Sponsor	[name]
Project manager	[name]
Team	[name], [name], [name], [name]

9. Evaluation

Discuss how progress will be evaluated throughout and at the end of the project.

– Formulate clear indicators for each objective and result

– Indicate how and when to conduct monitoring and evaluation activities to determine project's progress and outcome

– State which methods will be used to monitor and evaluate the project

– Identify who will carry out the project evaluation.

10. Endorsements

Provide the names and addresses of individuals and companies who support and endorse the project.

11. Next Steps

Specify the actions required of the readers of this document.

- Next Step 1

- Next Step 2

- Next Step 3

12. Appendix

Provide supporting material for your proposal here. It may be:

- Company history
- Research materials
- Statistics or estimates
- External quotes or tenders
- Detailed cost / benefit spreadsheets
- Other relevant information or correspondence.

_____	_____	_____
[Name], Project Client	[Name], Project Sponsor	[Name], Project Manager
Date: _____	Date: _____	Date: _____