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|  | Opportunity Development….....Proposal through Submitted |
| *Proposal Kick-Off* – MINIMUM 17 days before due date | **Coordinator(s):** **Capture Manager, Proposal Coordinator**  **Attendee(s):** **Capture Manager, Opportunity Lead Originator, Practice Lead, Practice Lead,** proposed **Project Manager**, Proposed **PIC,** Proposed **Quality Manager** and **Proposal Coordinator.**  **Objective:** Convert well-developed **Capture Plan** into a successful **Proposal Outline and Kick-off** that incorporates the requirements in the RFQ**.**  **Activities:** **Capture Manager** and **Proposal Coordinator** complete the **Proposal Outline and Kick-off Agenda** with information from the **Capture Plan**. **Proposal Coordinator** provides the **Proposal Outline and Kick-off Agenda** to requested attendees prior to the Kick-off. All requested attendees should review the **Proposal Outline and Kick-off Agenda** and come to Kick-off prepared to answer questions  **Outcome:** Upon leaving the Kick-off, the proposal should be approximately 30% complete. The following questions should have been answered:   * proposal theme * teaming partners * workplan development * similar projects * necessary ATG and subconsultant staff * writing assignments made * preparation schedule established * desired graphics noted   **Capture Manager** and **Proposal Coordinator** incorporate information gathered into the Proposal and assign activities as necessary. |
| Text and Graphic Preparation | **Coordinator(s): Capture Manager and Proposal Coordinator**  **Objective:** Compile and prepare proposal.  **Activities:** Preparation begins immediately after Kick-off and lasts until twelve (12) working days before proposal is due. **Proposal Coordinator** coordinates with team members, including ATG staff and subconsultants, their assigned content from the Kick-Off. **Capture Manager** and **Proposal Coordinator** collect and incorporate all information along with the administrative requirements to develop the text of the proposal in a Word Document. Additionally, Proposal Coordinator works with Capture Manager and marketing staff to develop the desired graphics.  **Outcome:** Develop a **minimum 60% Word document** to present for the **Pink Review** to occur twelve (12) days before due date. |
| Pink Team Review – 12 days before due date | **Coordinator(s): Capture Manager, Proposal Coordinator**  **Attendee(s): Capture Manager, Marketing Manager** **Practice Lead, Project Manager,** and **Proposal Coordinator**  **Objective:** Prepare **80% Word Document** for **Red Review** to occur nine (9) days before due date.  **Activities:**   * Review 60% Word document to identify aspects that require additional information, including: Do we need additional partners or staff augmentation from ATG or subconsultants? Is scope sufficiently developed? Is workplan succinct, effective and on the right track? ? Does it contain the necessary components for a complete and successful submission. * Review prepared graphics: Are these the desired graphics? Do we need additional graphics? What text edits are required to graphics?   **Outcome:**   * **Proposal Coordinator** contacts and provides information and coordinates with ATG staff and subconsultants who are required to provide additional content. * Sufficient comments and input should be documented and writing assignments confirmed so that the **Capture Manager** and **Proposal Coordinator** can incorporate changes to produce a **minimum** **80% Word document** for **Red Review** to occur nine (9) days before due date. * Confirmed list of desired graphics. |

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|  | Opportunity Development….....Proposal through Submitted |
| Red Team Review – 9 days before due date | **Coordinator(s): Capture Manager, Marketing Manager, Proposal Coordinator**  **Attendee(s): Capture Manager, Marketing Manager, Practice Lead, Project Manager** and **Proposal Coordinator**  **Objective:** Prepare single 90% Word Document for layout in InDesign and presentation at the Gold Review **Red Review** to occur nine (9) days before due date.  **Activities:** Review the 80% Word document to ensure it clearly and concisely addresses the evaluation criteria. Provide immediate comments to **Capture Manager** to take text to 90%. **Capture Manager** incorporates comments into one Word document. **Note: Gold Review** is three (3) days from **Red Review** and Document Layout will take two (2) days, thus comments should be provided immediately.  **Outcome:** Provide a **single 90% Word Document** to Marketing **within one day**. |
| *Document Layout* | **Coordinator(s): Proposal Coordinator**  **Attendee(s): Proposal Coordinator, Marketing Staff**  **Objective:** Compile InDesign document including graphics.  **Outcome: 90% copy-ready submission** for **Gold Review** to occur six (6) days before due date.. |
| *Gold Team Review* – 6 days before due date | **Coordinator(s): Capture Manager, Proposal Coordinator**  **Attendees:** Capture Manager, Practice Lead, Project Manager and Proposal Coordinator  **Objective:**  **Activities:** Review the complete document to ensure it clearly and concisely addresses the evaluation criteria in a graphically advanced and appealing product. Provide comments to take text to 100%. **Capture Manager** incorporates comments into one .pdf document.  **Outcome:**   * Marketing provides updated copy for final **Gold Review**. * Produce a final copy four (4) days before due date |
| *Document Production* | **Coordinator(s): Proposal Coordinator, Marketing Staff**  **Objective:** Duplicate or otherwise prepare proposal for submission.  **Activities:** Compiles document and copies, binds and prepares for shipment and/or delivery. Production can include printing, lamination, folding, binding, creating tabs, creating labels, printing and labeling CDs, and anything else required by a particular proposal  **Outcome:** Complete reviewed and verified proposal package ready for shipment/upload/submission. |
| *Compliance Review* – 4 days before due date | **Coordinator(s): Proposal Coordinator**  **Attendees: Quality Manager**  **Objective:** Successful proposal submission.  **Activities:** Review of bound, or otherwise finally prepared, proposals by the **Quality Manager** according to the Proposal Checklist and RFQ/RFP/LOI prior to final shipment or delivery.  **Outcome:** Required number of copies and other items to be shipped/uploaded/delivered. |
| *Document Submission* | **Coordinator(s): Proposal Coordinator**  **Attendees: Proposal Coordinator**  **Objective:** Proposal submission.  **Activity:** Submit completed proposal to client via the required submission method(s). Update **Stage** to **Submitted.**  **Outcome:** Proposal submission accepted by Client. |