



# Proposal Guidelines

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*Persuade an audience  
to recognize a problem and solve it,  
**or** understand what a job involves I  
and prepare itself to qualify for that job...  
while accepting the necessary costs & timelines  
on the strength of your data*



# Proposal Situation Analysis

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- ◆ Message—*essence of problem/job description?*
- ◆ Audience—*primary/secondary beneficiaries?*
- ◆ Response—*desired action from audience(s)*
  - *immediate?*
  - *long-term?*
- ◆ Situation—*why is change necessary? Why now?*
- ◆ Tool(s)—*how will you deliver the message & why?*



# Proposal Core Components

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- ◆ **Summary:** smart introduction including why report is necessary and valuable
- ◆ **Qualifications**—*proof data & analysis is reliable (sources/experience) so audience can act on it?*
- ◆ **Problem/Job Description**—*Precise explanation of problem or job components?*
- ◆ **Solution/Qualifying for the job**—*how proposal addresses each component?*
- ◆ **Schedule/Action Plan**—*steps and timelines required to implement?*
- ◆ **Costs**—*time, money, personnel & structural changes audience must absorb to realize benefit?*



# Qualifications—credibility

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- ◆ Brief summary of kinds and range of sources right after the introduction, giving your audience reason to trust your findings and act confidently on its recommendations.
  - ◆ What is your relevant experience & involvement?
  - ◆ On what sources did you base your analysis?  
*Are they relevant, current, representative? Explain!*
- ◆ Works Cited entries will come at the end plus footnotes in the body, but summarize the types and range of sources here before audience starts into the details of the report



# Summary (key SMART details)

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## ◆ **Situation**

- ◆ Presently unmet *audience* need will report fill?
- ◆ Urgency—consequences of not acting on report?
- ◆ What is currently available & why is it unsuitable?

## ◆ **Message** – brief statement of report content & focus

## ■ **Audience**

- ◆ Audience awareness/familiarity level?
- ◆ Description of reader who would benefit from report?

## ◆ **Response** – *how report is intended to be used*



# Problem / Job Description

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## **Edited version of R1**

### **Overview**

- ◆ Overall description of problem or job plus a list of its parts and the role each plays overall

### **Details**

- ◆ Part-by-part detailed description with proof and explanations and visuals



# Solution

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- ◆ The solution section pulls together in one place
  - ◆ All the details of the solution to the problem, showing & explaining how each major detail explained in the problem, is solved by the solution, **or**
  - ◆ All the things required to adequately prepare for the job...explaining how each detail prepares the audience for each aspect of the job.
- ◆ Proof that your solution is realistic & practical
- ◆ Explain audience benefit, *short-term & long-term*
- ◆ Explain how the solution will improve current situation
- ◆ Leave the cost & schedule details & explanations for later



# Costs

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- ◆ What it will cost your audience to act on your report
  - Time?
  - Money?
  - Personnel/structural/life changes?
- ◆ Precise accounting & explanations
- ◆ Positive reinforcement (benefit)
- ◆ The solution section previously noted the costs but here you explain them carefully with proof



# Schedule / Action Plan

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- ◆ How does your audience get from where it is now to actually solving the problem / getting the job?
- ◆ Steps involved to effect solution
  - Overview—summary & sequence rationale
  - Individual step details & explanations
- ◆ Timelines & sequence
  - rigid
  - flexible
- ◆ Rationale in terms of audience & response