

Proposal Writing

Five Basic Features

1. Introduction:

- Define the *subject*.
- State the *purpose*.
- State the *main point*.
- Stress the *importance of the subject*.
- Offer *background information* on the subject.
- *Forecast* the organization of the proposal.

2. Describe the Current Situation:

- Identify and define the problem you will describe.
- Discuss the *causes* of the problem, showing how these causes brought about the problem.
- Discuss the *effects* of not doing anything about the problem.

3. Describe the Project Plan:

- Identify the solution.
- State the objectives of the plan.
- Describe the plan's major and minor steps.
- Identify the outcome.

4. Costs and Benefits:

- Identify the cost of the project plan.
- Describe how this will help benefit the community or area.

5. Conclusion:

- Restate the proposal's main point (the solution).
- Say thank you.
- Describe the next step.

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