

ENG 238

TECHNICAL WRITING & WRITING PROPOSALS

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PROPOSAL

S

“an offer to carry out research
or to provide a product or
service”

arguments

persuasive

PROPOSAL

S

External

Solicited

Unsolicited

Internal

INTERNAL PROPOSALS

Submitted to one's own
organization

Memo

Presentation

Email

Formal Report



EXTERNAL PROPOSALS

Submitted by suppliers to
compete for business

Solicited

IFB

information for bid

RFP

request for proposal

RFQ

request for quotation

EXAMPLE COMPANY



EXTERNAL PROPOSALS

Submitted by suppliers to
compete for business

Unsolicited

*Does not refer to RFP. Closer to “private”
than “unsolicited”*

PROPOSALS

Deliverables

Research

Goods & Services

RESEARCH PROPOSALS

Perform Research

Report on Findings

Propose Action

Request for funds

Recommendations

RESEARCH PROPOSALS

Progress Reports

Recommendation Report

The whole story of a research project

Problem, methods, results, conclusions, and recommendations

GOODS & SERVICES PROPOSALS

Supply a Tangible Product

Includes request for funds or grants

A Service

Or Some Combination

PROPOSALS

Proposals are arguments

Understand your audience and their needs

You have a plan and you can do it

You are professional and dependable

PROPOSALS

Understanding Audience

Most common problem is misunderstanding needs

Study RFP and ask for any clarification

Convince the audience of the need for the plan

PROPOSALS

Describing Your Plan

Complete Picture

Describe equipment, procedures, and methods

Always explain why

PROPOSALS

Demonstrate Professionalism

Credentials or Work History

Work or Task Schedule

Evaluation Measures to ensure quality

If necessary, a comprehensive budget

PROPOSALS

Structure

Summary

Introduction

Plan of Work

Qualifications and Experience

Budget

Appendices

PROPOSALS

Summary

Crucial

Cover Major Elements of Proposal

One to two sentences for each element

Usually 250 words

PROPOSALS

Introduction

Context

Scope

Organization

PROPOSALS

Plan of Work

Explain What You Will Do

Explain How You Will Do It

Explain Your Whys

...you should do it

...these choices

PROPOSALS

Qualifications

Credentials of you and your team

Résumés of principal investigator and other major participants

Other projects

Resources Available

Management Structure

PROPOSALS

Appendix

Organization Description or Bio

Testimonials or letters of recommendation

References

Task Schedule

Description of Evaluation Techniques

PROPOSALS

Description of Evaluation Techniques

*Any procedure used to determine effectiveness
and efficiency of proposed plan*

quantitative

qualitative

BRAINSTORM

