

Technical Communication



PROPOSALS

Proposal

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- Request for support
 - Normally money
- Sent to
 - Government agency
 - Private company
 - Customer
 - University

Questions to address

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- Proposal must quickly address the following questions
 - What does the proposer want to do?
 - How much will it cost?
 - Is the problem important and relevant to the funder's interests?
 - Will the proposed activity solve or reduce the problem?
 - Can the proposed activity be done?
 - Will it duplicate other work?

Questions to address (con't)

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- Con't...
 - Is the method or approach Appropriate, Clearly define, and Well thought out?
 - Can the results be adequately evaluated?
 - Is the proposer qualified to do the activity or work? Better qualified than others?
 - Will the results of the activity be available to others?
 - Are the proposed schedule of activity and budget reasonable?

Sources of proposals

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- Request for Proposals [RFP]
 - Given out by funder
 - Normally found through know sources – web, colleagues, ect.
- Examples
 - NSF – National Science Foundation
 - NIH – National Institute for Health
- Instructions
 - Must follow exactly
 - Much more strict than a conference or journal paper

Organization of Formal Proposal

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- Title page
- Abstract
- Table of Contents
- Introduction
 - Problem addressed
 - Purpose or objectives of proposed activity
 - Significance of proposed activity

Organization of Formal Proposal (con't)

7

- Background
- Description of proposed activity
 - Plan for accomplishing results
 - Plan for evaluating results
 - Schedule for project completion
- Institutional resources and commitments
- List of references
 - Normally 6 or more

Organization of Formal Proposal (con't)

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- Personnel
 - Explanation proposed staffing
 - Relevant experience of major personnel
- Budget
 - Budget in tabular form
 - Justification of budget items
- Appendixes
 - Letters of endorsement
 - Promises of participation, subcontractor's proposals
 - Biographical data sheets (vita sheets)
 - Reprints of relevant articles, reports, background documents