

Proposal

Some of the Things I Look For

- Appropriate, Descriptive title
- Effective persuasion techniques and attention to audience
- Charts, Graphs, and Pictures incorporated as appropriate
- Clear organization
- Provides appropriate level of detail and background information into the subject
- Proper citation of all resources
- Correct grammar and sentence construction

Suggested Organization of Material (see p. 492)

- Summary (*mandatory*)
- Introduction (*mandatory*)
- Proposed Program (*name can be changed*)
- Qualifications and Experience (*mandatory*)
- Budget (*if necessary*)
- References
- Appendices (*if necessary*)

Proposal Audience

Questions your audience will want answered:

- What exactly is the problem or need, and why should I care?
- What should we spend time on this?
- What exactly is your plan, and how do we know this is a viable topic for research?
- Why should we accept the following things that seem wrong or costly about your plan?

You should:

- Spell out the problem (and its causes) clearly and convincingly.
- Point out the benefits of exploring this topic further in a report.
- Address anticipated objections to your proposed research.
- Induce readers to act.

Additional Recommendations

- Pay special attention to the charts on page 491 & 494