Proposal Draft Workshop

Content:
1. Do the writers include all components of the proposal: Introduction, three-part Problem Statement, Research Plan, Schedule, Qualifications Statement, and Conclusion?

2. Does the Introduction have clear purpose and preview statements? Does it indicate who the target audience for the formal report will be (and why this audience is appropriate)?

3. Does the Problem Statement contain sufficient background on the company or organization? Is this background relevant and specific? Do the writers establish an ideal, the way things ought to be? Do the writers clearly indicate how the reality differs from the ideal— in other words, do they explain precisely what has gone wrong? Are the consequences of not correcting the problem clearly shown? What are the negative effects— both current and long-term— of not addressing the problem? If you were the target audience, would you be convinced that this problem needs to be resolved and warrants the proposed research project?

4. Does the Research Plan detail what kinds of information will be needed to define the problem, research solutions, and evaluate potential solutions toward an eventual recommendation? Do the writers have a solid sense of where to obtain the information? Will they have access to it? Will this plan yield the information required to complete this project?

5. Does the Schedule give a clear sense of what steps must be taken to effectively research and complete the project? Is it doable?

6. Does the Qualifications section present the writer as a credible researcher who can develop and produce this project? Does the writer elaborate on what experiences, background, skills, and resources qualify him or her? Do you feel that this person is up to the task at hand?
7. Does the Conclusion provide an adequate summary of the proposal? Does it ask for authorization to proceed with this project?

**Style:**
1. Does this letter conform to the standard block letter format, including subsequent page headers?

2. Is the letter organized clearly? Is it presented professionally?

3. Is the proposal free of all spelling, punctuation, grammatical, and typographical errors?

4. Does the letter employ the active voice, except where appropriate to use the passive?

5. Are the sentences and paragraphs coherent? Do they use appropriate transitions?

6. Is the letter reader-centered?

**Finally:**
1. Is this proposal a persuasive document?