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## Proposal

Proposals are persuasive documents that are created to convince someone that they have a need and you are the person to fill the need. You will either convince someone that they need something that you can provide, or you will convince them that you provide something superior to what they are currently using. Proposals can be an offer to do research, to provide a product or service, or to be given money (grant) for various types of projects.

Present your proposal in a logical order and provide your reader with facts regarding the basic questions of who, what, where, when, and why. The most persuasive proposals will be superior in convention (grammar, punctuation, and usage), organization, and design.

1. **Audience:** Your audience is your first area of research.
  - A. What is your audience's knowledge? This information dictates what technical language you can use effectively and how much description and explanation you will be required to provide.
  - B. What is his or her attitude? If you know his or her attitude, you will know how persuasive you will need to be, or what areas you will need to cover in the most depth.
  - C. What does your audience need, what do they have, what can they afford, and what are you offering them?
  - D. In order to convince your audience members of their needs, you will rely upon providing information that identifies *what* their need is, *where* the need occurs, *how* the need occurs, and *why* they need what you are offering.
  
2. **Deliverables:** What is the bottom line, the value of the deal, or the amount of savings in the long term? The proposal revolves around the deliverable or the end result.
  - A. Deliverables must be specific. If you are providing research, your deliverables will need to provide your audience with goods. For instance, you will deliver a conference presentation, a publication, or information that will improve policy.
  - B. In order to prove your reliability and gain the audience members' trust, you must provide a schedule of when the deliverables will be provided and include steps to producing the deliverables.
  - C. Providing the audience members with additional information is important to effectively persuade.
    - I. Describe the location or site of the deliverable.
    - II. Provide an explanation of any installations or site preparations.
    - III. Provide your credentials to validate that you and your team know how to do what is expected for the proposed project.
    - IV. Use your persuasive skills to convince your audience that they need this service or product.

Note: Proposals are legally binding, so it is important that you do your research so that you provide your audience members with the correct information.