## Handout: Proposals

Here are eight basic elements to a proposal:

1. Summary: this is a brief and concise statement of your request along, including information about yourself, your overall plan, what you need in terms of resources and money.
2. Introduction:
   * History
   * Accomplishments
   * Company background, vision, and mission
3. Problem/Need Statement: state the specific problem or need. Explain how your proposal will correct or meet that need. Use data as applicable.
4. Objectives:
   * Objectives should be derived from you problem or need statement.
   * State as outcomes and benefits you anticipate.
   * Make objectives time limited, measurable, about changes, and quantifiable.
5. Methods: tell specifically what you plan to do. Why you want to do it and how you plan to resource your project with people.
6. Evaluation: discuss how you plan to measure success.
7. Funding needs: provide a cost/benefit statement. Also, if possible, provide how the project will bring a return on the investment.
8. Budget: provide a summary of how you plan to use the funds.