How to Build an Effective Proposal

(no matter to whom you are applying!)

READ the Request for Proposal (RFP). Then READ IT AGAIN!

SEVEN components of a well developed proposal:

WHAT is your problem?

HOW do you propose to solve it?

WHO will be a part of the work?

WHAT materials, tools, or equipment do you need?

HOW will people be best prepared to support your project?

HOW MUCH will it cost?
>**Critical:** Budget must match project!

HOW will you evaluate your work?
>**Critical:** If you are awarded you will receive training in a Logic Model so ALSDE and the partner agencies will have a consistent way of looking at all of the disparate projects for data and research. If you look at these 7 areas and address them as you build you proposal, you've got the start and the pieces.

OK- what else do we need to know?

Clarity:

Speak English!   AVOID: use jargon; words whose meaning you do not know!;

Verbiage: If you use an acronym or specific name, explain it.

Completeness:

Have you addressed all parts of the RFP?

Responsiveness:

Are you responding to the specifications (format, content)

Are you responding the General Interest and Purpose of the funder?

Are you responding to a REAL need or problem?

Consistency

All parts should be consistent and related to each other.

Capability

Can you do what you plan on doing? Can you carry out your plan?

Can you show evidence of plans to assure continuance & future funds?

Realism

Don't promise more than you can achieve based on time and resources provided!

BEFORE YOU HIT Send

Have someone not related to your project read it. Does it make sense? Can they understand what the problem is and what you want to accomplish? Do they see parts missing? If they can't, work on it.

PROOF!!!

Find a person who has strong English Language Arts skills, ask them to read for content and grammar!

HINTS: A proposal is read one time with 3 possible outcomes:

1—this is good

2—this has potential

3—they don't know what they are doing; it goes in circular file