

**YOUR PROPOSAL:  
PLANNING AND WRITING ~~  
ARGUE TO WIN**

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# DEFINE YOUR AUDIENCE/INVESTOR

## Who is offering the grant or project support?

- Individual or business
- Group
  - Science organization (medical, engineering, space, atmosphere, etc.)
  - Social organization (e.g., charity, social service agency, etc.)
- Institution
  - University
  - Region
  - Governmental agency

## Where?

- Local
- Regional
- National
- International

## What do they have to offer?

- Funding for education, research, development project, or individual support
- Project support for individual, consortium, university team, etc.

## What do they require?

## When (deadlines)?

## Why is your proposal eligible?

- Determine: why is your audience, your investors, are offering funding or other support?
- If you do not understand their motivation, you cannot appeal to it.
- Sell your proposal to an investor who is motivated to gain access to your findings/results.

# DEFINE: YOUR ISSUE/PROBLEM/NEED

What concerns you or your team? What concerns others?

Concern/situation: issue or problem or need

How does this situation affect you directly?

How does the issue affect others?

How prevalent is this issue/problem/need?

Is the situation important and/or urgent?

Should/Could you find a solution immediately?

Who will pay for the solution?

**Who will pay for your time/energy?**

**\*\*\*NOW: Explain WHY each of those questions and your answers is important:**

**→ to whom, when, where, and how.**

# **DEFINE YOUR SOLUTION + CONSIDER THE NEGATIVE VIEWS**

**Can the situation be resolved, or the problem solved, or the need met?**

**Consider as many possible and potential solutions as possible, argue to pursue/discard each of them.**

**Consider why each solution will or will not work.**

**Consider who will do the work, and how it will be done:**

**Research, construction, civic action, etc.**

**Consider the expense of resolving the situation:**

**How much will it cost?**

**Who will pay?**

**Where can you find funding to cover your costs?**

**Consider the time it will take to complete the solution:**

**How much time do you have?**

**How will you allocate the time and develop a schedule?**

# CONSIDER CAREFULLY: THE NEEDED WRITING STYLE

Who is your reader, your audience, your investor?

What does that person

know or not know?

expect or need?

believe or not believe?

Language and register/level/jargon

How to persuade:

personal/senses

emotion

tough argument

monetary

good to be achieved

**KNOW YOUR READER/AUDIENCE/INVESTOR!**

# **PREPARE YOUR OUTLINE (DESCRIBE, ANALYZE, ARGUE)**

## **Introduction**

Overview of the problem

Brief description of the solution/introduce it

Introduction of researcher/team; provide credibility

## **Background**

History and issues surrounding the problem

Previous work or research on the problem; appropriate references

## **Propose your solution**

Clear statement of solution and purpose

Argue that a solution is important and needed

Argue that your solution will solve the problem and is the best solution

Discuss future implications

## **Methodology**

**Schedule:** organization, implementation, analysis, evaluation

**Budget:** (Be reasonable; do not “short change” the project.)

## **Conclusion**

Reiterate your argument and why your solution is important

# WRITING YOUR PROPOSAL - 1

## Introduction

**Describes the problem**

**Straightforward and serious**

**Direct**

**Strong: argue that the problem must be solved**

## Language is important!

**\*Example: The research team believes the problem of overfishing in Chile is serious.**

**\*Example: Overfishing along the northern Chilean coast has depleted the native fish stocks to near extinction.**

# WRITING YOUR PROPOSAL - 2

## State your problem:

**Describe clearly and directly: what is the problem?**

**Thoroughly with sufficient detail to explain the problem well  
(Ask a colleague to read it/explain it back to you.)**

**Show that the problem is serious and for whom**

**Brief analysis: why is it important (Who cares?)**

- Tell why your problem needs to be solved.
- Show why the solution is urgent.
- Tell why things will deteriorate if left alone.
- Answer all questions and negative responses you can think of.
- Refer to your references/prior research in the area.

**MAKE YOUR READER SEE AND FEEL THE PROBLEM!**



# WRITING YOUR PROPOSAL - 3

## Propose your solution:

Tell why your solution will solve the problem (argument: prove **why**)

Use strong logic and language: This proposal WILL DO X ....Therefore it will solve the problem **BECAUSE....**

## **DO NOT BEAT AROUND THE BUSH!**

Describe the solution/solutions clearly and with important details.

Tell why the solution will have an impact on the problem and on the bigger situation.

Consider all the questions and objections that your audience will have.

Answer all those questions and meet the objections “head on”.

Address as thoroughly as possible how your solution will address and solve the problem.

Avoid your own opinion (e.g., we believe that....).

Make your reader **SEE** and **FEEL** the solution as successful.

# **WRITING YOUR PROPOSAL - 4**

## **Discuss your methodology:**

**Pure Science (seeks what the researcher wants)**

**Quantitative**

**Experimental**

**Pre/Post Tests**

**Purely Social Science (enables emergent information)**

**Qualitative**

**Varied Instruments**

**Mixed Methodology (wants it all!)**

**Quantitative and Qualitative**

**Case Study**

**Action Research (seeks change, revolving)**

# **WRITING YOUR PROPOSAL - 5**

## **Plan and prepare your schedule:**

**When will you begin the project?**

**When will various parts of the project be implemented and by whom?**

**Can more than one part of the project be implemented or conducted at the same time?**

**How fast can you work? What delays might occur?**

**When will data be collected?**

**When will findings be analyzed?**

**How will you display your schedule?**

**Consider: spreadsheet within the proposal**

# WRITING YOUR PROPOSAL - 6

## Plan and prepare your budget:

Your proposal argues for an investment.

- Consider the grantor's/investor's budget; does your proposal fit?  
If not, find another source of funding!

Provide detailed, specific information/data about costs.

Justify the costs.

Be sure your budget makes solid financial sense.

Be precise; you want your readers to trust you.

Convince your investors that you will not waste money.

How will you display your budget?

Consider: spreadsheet, table, list, etc.

**\*Account for costs precisely!**

# **WRITING YOUR PROPOSAL - 7**

## **Present your conclusion:**

**Refer to (but do not repeat) the ideas in your introduction.**

**If your proposal is not accepted, tell what could/will happen (consequences).**

**Review/summarize the benefits of your proposal.**

**Emphasize the benefits from your project; explain why the benefits outweigh the cost/investment.**

**Thank the reader/investor for his/her consideration.**

**End with a positive attitude that looks to the future.**

**Be optimistic!**

# WRITING YOUR PROPOSAL - 8

## Finishing Touches:

**Frontispiece:** a page the grantor provides that must be filled out by the researcher/team

**Title:** be sure it fits the proposal!

**Cover Letter/Letter of Transmittal:** directed to the investor, explains the proposal very briefly and identifies the researcher/project team

**Additional material** (charts, pages of data, spreadsheets, letters, articles, etc.)

- Add an appendix or more than one
- Number appendices A, B, C and so on

# WRITING YOUR PROPOSAL - 9

## EDIT

1. Read from a printed/hard copy; do not edit on the computer directly. The computer provides screen shots.
2. Read your proposal aloud; how does it sound?
3. Are you convinced?

IF NOT, MAKE IT STRONGER AND MORE PERSUASIVE; SELL YOUR PROJECT.

## PROOFREAD

PROOFREAD IT AGAIN, aloud; BE SURE ALL THE PAGES AND PARTS ARE PRESENT AND IN THE RIGHT ORDER.

# **DO NOT BEAT AROUND THE BUSH!!**

## **ARGUE: SELL YOUR PROPOSAL!**

DO NOT SIMPLY DESCRIBE THE ISSUES AND POSSIBLE SOLUTIONS....ARGUE FOR **YOUR** PROPOSAL IN A DIRECT, STRAIGHTFORWARD MANNER WRITTEN TO THE READER.

### **DESCRIBE - ANALYZE - ARGUE**

What is the problem? Why is it important?

Who are the researchers? Why are they credible?

What is the solution? Why should your solution be considered?

WHY will your solution solve the problem?

WHY does your proposal deserve the funding?

WHY will your proposal work?

WHY will your proposal be worth more than the investment?