





Designing and Developing a Proposal

Preview

 **Introduction**  Here is a set of proposal worksheets with hints on how to complete each one.

 **Contents**  You can find the following contents on the pages shown.

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Proposal Process

Introduction

Proposal Power focuses both on a process and a product.
Once you master the process, you can create many quality proposal products.

Assessing your readiness

Assess your readiness to prepare a proposal by responding to these questions.

On a scale of 1 to 5 , how —

- A. convinced are you that your idea will work?
- B. intensely do you desire to make your idea work?
- C. much do you expect to get the opportunity to try?

Action:

1. Estimate your readiness on this scale, using letters A, B, C:

(Low) 0 1 2 3 4 5 (High)

| | | | | | | | | | |

2. Is A, B, or C higher than “3” ?

- If *yes*, continue with these worksheets.
 - *Else*, review the [Proposal Power](#) manual to ready yourself for this proposal project.
-

Developing a proposal

Designing and developing a proposal includes a sequence of very specific actions within the general design process.

Designing and developing a proposal includes

- getting approval of the proposal concept
- identifying a funder
- planning
- putting together the written proposal
- polishing your writing
- submitting the proposal package.

Note: Some people say “developing” to mean both designing and developing.

What’s next

Two diagrams appear next—

- one for the proposal process, *and*
 - one for the structure of the completed proposal package.
-

More...



More... Proposal Process

Diagram This diagram displays the activities of the proposal power process.

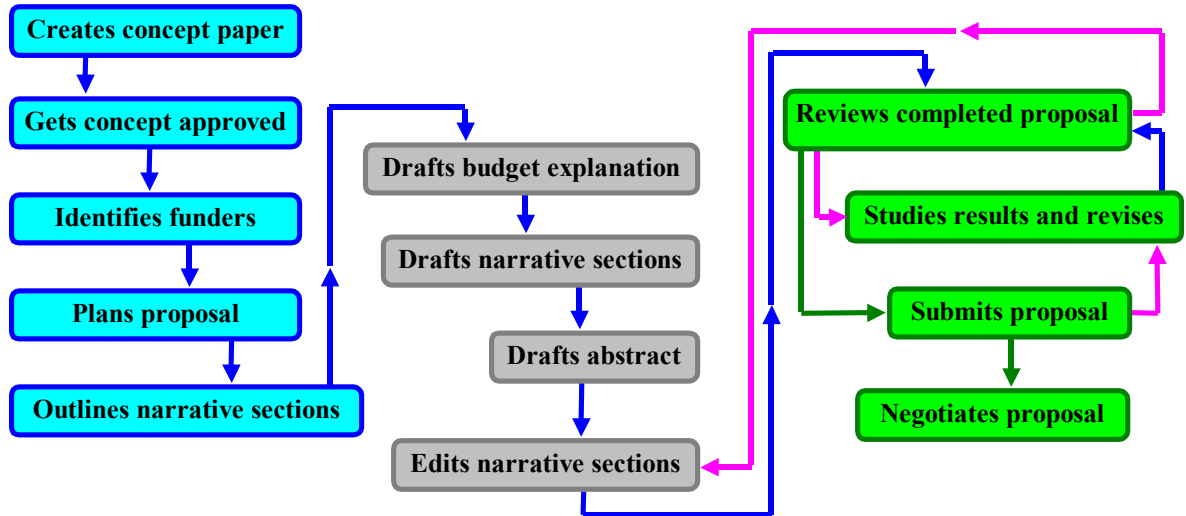
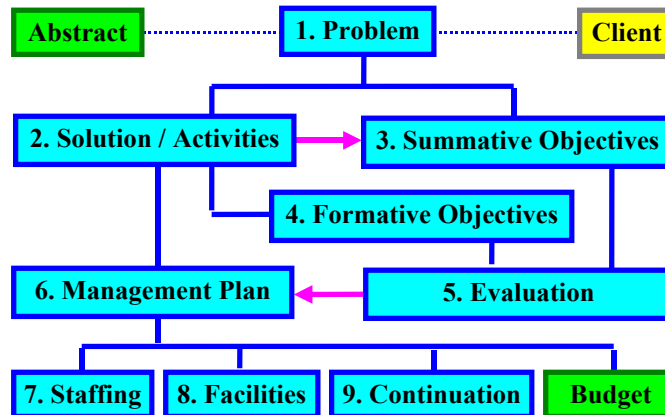


Diagram This diagram displays the structure of the completed Proposal Package.
Note: Objectives and Evaluation are tightly linked with Solution/Activities and Management Plan.



Designing and Developing a Proposal

Designing or developing?

Designing a proposal is not the same as developing it. This table contrasts the two activities.

Designing a proposal	Developing a proposal
Getting an idea	Putting an idea to work
Planning a project	Specifying how to manage the project

Designing a proposal

Designing a proposal involves four phases. This process table describes each phase.

When	Who	Does What
1	Design team	inputs information
2	Design team	processes input information
3	Design team	outputs value-added information
4	Design team	verifies output information

Four General Phases of the Proposal Process

Introduction

You may think of the proposal process as having four general phases. These four phases include the sequence of more specific activities displayed in the earlier diagram.

Phase 1— Input

Phase 1—Input involves answering these questions:

- What is the problem?
 - How and where and when does the problem show itself?
 - How have others solved the problem, or tried to?
 - What solutions have people *not* tried yet?
 - What are the critical elements of a potential solution?
-

Phase 2— Processing

Phase 2—Processing appears to be an inactive period during which the information which you have collected “incubates” in your mind.

Actually, your mind is actively at work processing all the bits of information into various functional purposes.

This creative period may be brief or lengthy—long enough for your mind to recognize an “aha!” and be confident that you know what your proposal must be, what your clients or customers need.

Note: One way to see this happening is by *mind mapping* or *clustering* through free association of whatever comes to your conscious mind. See Proposal Power, References 5 and 6.

Phase 3— Output

Phase 3—Output occurs after your creative mind intuits a clear solution to the proposal problem. The critical parts of the solution come together, the activities lead to specific products and services, and you schedule the required human and material resources.

Phase 4— Verification

Phase 4—Verification happens as you implement your proposal project. If your proposal design was valid and reliable, your project team can carry out the proposed solution effectively. The products and services of your project will satisfy your clients or customers.

Concept Paper — Preview

Introduction Information you need to know about a concept paper appears in this preview. The Worksheet for completing your concept paper follows.

Definition A **proposal concept** is a brief document that describes to your management a summary of your proposed idea. The concept paper is written

- **before** all other documents.
- does **not** appear in your proposal package.
- tells supervisors or managers **within** your organization about your proposal's value.

Contrast with the Abstract:

The proposal abstract is written

- **after** all other documents.
 - **appears** in your proposal package.
 - tells **funders** in one glance what to expect in the proposal.
-

Purpose The purpose of your concept paper to persuade those who control resources that your idea is valuable and workable.

Principle Getting your supervisor's approval **before** you develop a proposal will allow political power bases to be aware of your time and efforts, and support your efforts with resources.

Guideline Keep your concept paper brief: one page is best, never more than three pages. Do not expect to work out all the details now.

Elements Your concept paper usually considers the following elements:

- Title
- Staff
- Budget
- Problem
- Rationale for seeking funding
- Funding source
- Solution
- Likelihood of funding
- Proposal developers
- Constraints
- Cooperators

Next: action Completing the Worksheet for your concept paper is the next action.

Concept Paper — Worksheet

Action Follow these steps to complete your Worksheet for the concept paper.

1. Overwrite or edit each bit of information that follows.
2. Delete this bit and its tag before you print the concept paper.

Subject Write your subject or descriptive title here.

Problem Describe what problem your proposal solves, and why your solution is necessary.

Note: Be specific about how solving the problem will affect your targeted population.

Sources List the sources for the data and information by which you are documenting the nature and extent of the problem.

Solution State here your solution to the problem in one succinct sentence.

Example: We propose to hire and train two counselors to use Glaser's reality therapy while counseling potential high school drop-outs individually and in groups, including parent groups.

Note: If your solution has several parts, list them separately.

Constraints List possible risks or constraints to the success of your project.

Staffing Describe —

- how many people the project will employ in what positions.
- what existing employees will need to contribute.
- work space needs of new project employees.

Rationale List the benefits your proposal may bring your district or agency.

More...



More... Concept Paper — Worksheet

Likelihood of funding

Answer here your management's questions about the likelihood that your proposal will be funded:

- Is this a long shot, or a shoo in?
 - How many agencies are expected to apply?
 - What gives us a special edge in the competition for funds?
-

Cooperators

List other agencies or districts who will cooperate to implement your proposal. Describe the nature of their participation.

Budget

List here your estimate of the project's major costs, such as

- salaries
- fringe benefits
- supplies
- equipment
- indirect costs.

Show the estimated total cost.

Cost to agency

List any "hidden" or additional costs that the agency or district must pick up, such as matching funds or in-kind contributions.

Notes:

Matching funds are a percent of the total grant costs which the funder may require your agency or district to put up as evidence of your commitment to continue the implementation of the project beyond the initial effort.

In-kind contributions are equivalent contributions which the funder may accept in lieu of actual matching dollars, such as

- maintenance services
 - volunteer services
 - work space
 - equipment
 - utilities.
-

Funding source

Name the funding source to which you will submit the proposal.

More...

More... Concept Paper — Worksheet

Deadline

Give the deadline for submitting the proposal.

**Proposal
developers**

Name the individuals who will develop the proposal design, and list the information for contacting them by phone, FAX, e-mail, or snail mail.

**Web demo
note**

This 47-page file is available only in the ProPower workshop. The first nine of 47 pages appear in this Web site demonstration of what a structured document looks like.
