Proposals

- Objective is to sell an idea
  - sound plan
  - qualified team
- Successful if...
  - Define purpose of project
  - Lead reader through implementation
  - Provide timeline and budget

Proposal Structure

- Executive Summary
- Introduction
- Project Description
- Timeline and Milestones
- Budget
- Qualifications

Executive Summary

- one or two paragraphs,
  - purpose
  - essentials
    - what will be done
    - benefits of the work
    - how it will be executed
  - total expense

Introduction

- Purpose
- Opportunity or problem
- Background
- Overview

Project Description

- Specific Objectives
  - Bulleted list of 3 to 4 issues to be addressed
- Methods
  - Detailed description of how the project will be carried out
- Evaluation
  - Discussion of how project success will be determined
Additional sections...

- Timeline and milestones
  - Time to be taken for each step and for the overall project
- Budget
  - Amount of money to be spent on project
- Qualifications
  - Resume of investigator

References