



GUIDE FOR WRITING PROPOSALS

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OVERVIEW

The purpose of this FREE guide is to allow you to follow a set format when writing business or grant proposals. This guide was created based on the formats that international organizations such as World Bank and Nature Conservancy use.

Below are the components that comprises a typical proposal and their ordering. As you proceed, the actual guide for each section and what is expected in each aspect will be detailed.

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- 📖 Project Plan and Approach
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- 📖 Success Criteria
- 📖 Financial Plan/ Budget



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BACKGROUND INFORMATION

In this section of the proposal, the team member should use the opportunity to introduce the prospective client to the company, its long-term strategy and vision.

Questions such as *'What the company is and what it stands for'* should be answered in this section. In addition, the company's *vision statement* should be included, as well as the company's *milestones, achievement, and legacies. How has the company impacted its community and what does the company do and focus on? What are the previous projects that were taken up by this company?*

GENERAL INFORMATION

This section will inform the prospective client of all the details concerning the project you wish to receive collaborations on. The following format and layout should be applied when writing this section.

Problem Statement

This paragraph should entail information that relays the inspiration for this project. *What did the company experience that made this project become an imperative?* The problem statement should be based on the reason for this project and should highlight the fact that implementation of the project will fix the problem at hand by outlining the negative points of the situation.

Proposed Solution

State how the company and the project can fix the problem that was defined above. The solution should also outline how possible risks attached to the implementation of this project will be avoided and controlled.

Explanation of the Project

Outline the specificity of the project. *What is the basis of the project and what would it entail?* In other words, *what is the project all about?*

Objectives of the Project

State what the project is expected to achieve and accomplish at the end of its tenure. *What are the aims of the project?*

Benefits

Define what the project will offer and how, in addition to solving the above-mentioned problem, will put both your company and the prospects at an advantage. Be specific in outlining the benefits and clearly posit that the benefits are measurable.

Deliverables

What can the prospect expect from the project? If the project will provide deliverables, these are artifacts that are directly received from the project. For example, if the project targets solving the online education issue, then the deliverable would be providing students with compatible devices. State the method of delivery for these artifacts.



PROJECT PLAN AND APPROACH

Explicitly outline how the project will be implemented. This can be done by splitting the project objectives into major tasks. Describe how the project will be approached, mentioning the different stages and processes. This can be done creatively in the form of a flow chart.



TIMELINE

Propose the start date and the ending of the project. To each task or plan that was mentioned previously, set a timeframe by which the task is expected to be completed. This can all be formatted in a table.

SUCCESS CRITERIA

Define what it would mean for the project to be successful. List the defining/ deciding factor in which each stakeholder knows that the project was completed **successfully**. This should be specific, measurable, achievable, realistic, and most importantly time bound.

It could be a goal to reach a thousand persons or to go global with the company. Whatever the criteria is, it must be clearly outlined so that each party can identify when the project is successful.



FINANCIAL PLAN

Outline the funding plan that would be used to cover all expenses of the project, inclusive of the deliverables.