

Components of Proposals

	Formal	Less Formal	Informal
Front Matter			
Title Page	√	√	
Table of Contents	√		
Abstract/Executive Summary	√		
Introduction			
Establish current situation	√	√	√
Define the problem	√	√	√
Provide evidence to substantiate problem	√	√	
Provide relevant background	√		
Plan			
Define proposed plan	√	√	√
Present objective of plan	√	√	√
Discuss plan in relation to established criteria, standards or specifications	√	√	
Benefits			
Explain probable benefits accruing from plan	√	√	√
Approach (may be separate sections)			
Methods: relate the plan's objective to specific tasks for achieving it.	√	√	√
Schedule: identify time for planning, implementation, and evaluation	√	√	√
Costs/Budget: present direct and indirect costs for personnel, materials, and supplies, and support services.	√	√	
Management: explain the administration, including organization and personnel	√		
Evaluation			
State measures for evaluating progress toward meeting plan objectives	√	√	
Qualifications			
Consider capabilities of personnel and appropriateness of organization's experience, facilities, resources	√	√	
End Matter			
Appendix: include supporting information useful to readers that would interrupt flow of the proposal's persuasive argument	√		
Sources cited: include any references cited in the proposal	√		

Source: Burnett, Rebecca E. (2005). *Technical Communication*. Boston: Wadsworth/ITP. 6th edition.