**Written Proposal:**

**Learning objectives:**

1. Target a results-oriented business audience
2. Write and edit so that your messages are clear, concise and precise
3. Prepare and deliver engaging oral presentations
4. Apply critical thinking skills and increase your ability to interpret, analyze, evaluate, conclude and explain
5. Identify, assess and apply credible information sources to develop and support arguments

Your Written Proposal will include:

1. Cover page that includes your name, the title of the proposal, the date, and **the audience to whom you are sending the proposal**
2. Executive Summary
   * The executive summary is where you present your case and give the reader the main takeaway of your proposal. Don’t focus on covering every detail. Instead, give an overview of the main details—your idea, the problem/need it addresses, cost, and timing—focusing on the conclusions you want the reader to come to.
   * Your summary should be less than one page and should be on its own page. Be direct by leading with your "purpose statement" (e.g. "The Fox School of Business should expand its … ").
3. Definition of the problem/need
   * Give background information to help the reader understand the need for the idea(s) you’re proposing
4. Proposed Project Details
   * Give in-depth, actionable details and specifics related to your proposed concept (e.g. if you’re proposing a one-credit course, here’s where you would suggest specific learning objectives, assignments, and maybe even a textbook)
   * Give any needed market analysis here (i.e. what competitors are doing, how your proposal will compare, etc.)
   * Your goal in this section is to give enough detail so that your reader can visualize the final product of what you’re proposing
5. Implementation Plan/Timeline
   * Summarize what steps need to occur, and when, to execute your ideas
   * Reference an appendix for a visual graphic
6. Budget

* Summarize initial costs and, if applicable, forecast revenues
  + Reference an appendix for full visual breakdown

1. The audience-focused benefits of your solution
   * You can also include here benefits to other stakeholders (but make sure to be thorough and specific regarding benefits to the proposal’s audience; recall the “you view”).
2. Conclusion
   * Briefly reiterate estate your main points – tie them together
3. Appendices
   * Include any larger graphics here (e.g. visual timeline and budget table)
4. List of APA-style references used in your document

Format Requirements:

* Three pages max single spaced or six pages double spaced
* Use 1-inch margins and 11 or 12-point font
* Use brevity tools such as section headers, lists, timetables, budget charts, etc. (note, however, that your ideas must be complete thoughts, comprehensible to your audience)
* Use in-text APA citations in the body of your proposal; these must explicitly connect to your references list at the end.

At a minimum, you should include a visual timeline (there’s a template for this in Microsoft Word), a table or chart outlining the budget/costs, and at least one other relevant visual.