

## ■ External Proposals

External proposals are prepared for clients and customers outside your company. They are either submitted in response to a request for goods and services from another organization (a solicited proposal) or sent to them without a prior request (an unsolicited proposal). Research and grant proposals, a type of external proposal, are usually submitted to nonprofit organizations, which include medical and research institutions, as well as to local, state, and federal government agencies, to request funding in support of research or development that could benefit the funding organization.

### *Solicited Proposals*

To find the best method of doing a job and the most qualified company to do it, procuring organizations commonly issue a request for proposal (RFP) or an invitation for bids (IFB) that asks competing companies such as yours to bid for a job. An RFP may be rigid in specifying how the proposal should be organized and what it should contain, but it is normally quite flexible about the approaches that bidding firms may propose. Ordinarily, the RFP simply defines the basic work that the procuring organization needs and leaves it up to the proposers to put forth their method of performing the work economically and within their stated schedule. An IFB, however, is restrictive, binding the bidder to produce an item or a service that meets the exact requirements of the agency or company. (For guidance in preparing RFPs, see Requests for Proposals on pages 486–489.)

When you respond to an RFP or IFB, pay close attention to any specifications in the request governing the preparation of the proposal and follow them carefully. Such specifications usually state how the proposal should be organized, the kind of technical expertise required, the basis for calculating cost estimates, the location of the work site, and the like. Also, if the RFP or IFB provides a scoring method that the requesting organization will use to rank proposals it receives, ensure that your work complies with that scoring methodology. Figure 13–6 shows an example of a real-world proposal—excerpted by the LS Group—that presents a comprehensive plan for evaluating a state-supported housing program. Notice how the introduction establishes the credentials of the LS Group and its partners, outlines the scope of the evaluation, and provides an overview of the proposal’s structure. On the second page, you can see that the proposal’s work plan is formatted as a table and itemizes in detail each task of the work being proposed. It assigns target due dates, describes the involvement of all parties, projects outcomes, and identifies deliverables (or products) for each task listed. Figure 13–7 on page 461 shows a short solicited sales proposal that responds to a property-management company’s IFB on a landscaping project.

#### ON THE WEB

For a sample RFP, go to [bedfordstmartins.com/writingthatworks](http://bedfordstmartins.com/writingthatworks) and select *Model Documents Gallery*.

### *Unsolicited Proposals*

Unsolicited proposals are those submitted to a company without a prior request and are not as unusual as they may sound: Companies often operate for years with

a problem they have never recognized (unnecessarily high maintenance costs, for example, or poor inventory-control methods). You might prepare an unsolicited proposal for such a company if you were convinced that the potential customer could realize substantial benefits by adopting your solution to a problem. You could also propose that a company purchase your services if the company does not provide them (Figure 13–8 on pages 462–463). Of course, you would need to convince the customer of the need for what you are proposing and that your solution would be the best one. Many unsolicited proposals are preceded by a letter of inquiry that specifies the problem or unmet need to determine whether there is any potential interest. If you receive a positive response, you would conduct a detailed study of the prospective client’s needs to determine whether you can be of help and, if so, exactly how. You would then prepare a formal proposal on the basis of your study.

#### ON THE WEB

For the complete annotated version of Figure 13–8, go to [bedfordstmartins.com/writingthatworks](http://bedfordstmartins.com/writingthatworks) and select *Model Documents Gallery*.

#### PROPOSAL TO CONDUCT A MULTIYEAR EVALUATION OF PERMANENT SUPPORTIVE HOUSING IN LOWELL COUNTY

LS Group is pleased to partner with Barton Consulting, LLC, to provide the Supportive Housing Initiative (SHI) with a proposal to evaluate State-Financed Permanent Supportive Housing (PSH) in Lowell County. LS Group’s national research and technical assistance experience in homelessness, housing, and community development, complemented by Barton’s expertise in housing development, finance, and operations, provides an exceptional foundation on which to help SHI and its partners execute groundbreaking research on the long-term sustainability of PSH and its effectiveness over time for the tenants housed in various PSH settings. We are very excited about this study and believe the results have the opportunity to shape state policy, local practice, and national understanding of PSH and its ongoing impact and role.

LS Group and Barton offer SHI a **“full-service” research team**, with the breadth of staff and project skills necessary to complete **all three components** of the proposed study: program and cost effectiveness, community and neighborhood impact, and project stability and quality. This comprehensive approach allows us to achieve economies of scale across the three evaluation components, enabling us to propose richer analysis and more frequent interim reports than might otherwise be feasible. Most important, the technical approach is sufficiently rigorous to yield results that can guide important decision-making about the future of PSH in Lowell County.

Our proposal is organized as follows: In Section 1, we discuss the key elements of our technical approach and design considerations, including challenges that may be encountered and strategies to mitigate these challenges, and our plan for reporting and dissemination. Section 2 details the work plan and overall project time line. Section 3 describes our management plan and organizational and staff qualifications related to this study. Appendix A presents résumés for project staff, and Appendix B contains our references. Our budget and budget narrative and writing samples are included in separate documents.

*Opens by establishing the consulting firm’s credentials*

*Highlights the firm’s enthusiasm about and staff expertise for the project*

*Describes the proposal’s scope and organization*

Figure 13–6 Research Consulting Proposal (continued)

Section 2. Work Plan

This section presents our proposed work plan for designing and completing the required study tasks. The LS Group/Barton team has extensive experience researching and providing technical assistance on homelessness, housing development, and neighborhood redevelopment. Our technical approach and work plan is based on these perspectives, as well as on extensive experience analyzing administrative data, designing and conducting site-visit interviews and cost data collection. Time lines are noted to convey the general time frames for the proposed work; however, these dates may be able to be adjusted depending on data availability. For instance, from our experience negotiating access to mainstream data on other projects, we have allotted a significant period of time to obtain mainstream data. If these data are available sooner, this work can be completed and delivered earlier. In addition, the schedule can be resequenced or adapted in other ways to better meet SHI and state legislative or programmatic deadlines.

*Project work plan in table format with a time line and detailed task descriptions*

	Properties and Neighborhoods	Tenants, PSH Involvement, PSH Outcomes	Mainstream System Use and Outcomes	Project Planning, Management, and Deliverables
<b>Year 1</b>				
May 2013	Assess data on properties and costs	Assess data on tenants, PSH occupancy and service use, and outcomes	Assess mainstream system data availability and access	Opening meeting
June 2013	Analyze inventory and prepare description of properties  Select Samples A, B, and C	Work with SHI on a strategy to obtain data (SHI will assume lead role in data acquisition)	Agree upon target data sets and plan for obtaining data	Develop work plan based on assessment of data types and availability  Draft and deliver work plan
July 2013	Develop/refine cost templates and cost specs related to development cost data  Use GIS to analyze neighborhood characteristics and appropriateness	Develop protocols for assessing tenant satisfaction  Define specifications for data needs re: tenants, service use, and outcomes	Develop data-use agreement template and mainstream table shells to inform mainstream data request(s)	Prepare data collection and analysis plan (DCAP)  Deliver data collection and analysis plan (DCAP)

Figure 13-6 Research Consulting Proposal (continued)

## Jerwalted Nurseries

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Ronald Malcomson, President

12 Rogers Highway West  
 St. Louis, MO 63101  
 jerwaltednurseries.com  
 Ph. 1-800-212-1212  
 Fax 314-999-1111

February 1, 2013

Ms. Tricia Olivera, Vice President  
 Watford Valve Corporation  
 1600 Swanson Avenue  
 St. Louis, MO 63121

Dear Ms. Olivera:

Jerwalted Nurseries, Inc., proposes to landscape the new corporate headquarters of the Watford Valve Corporation, on 1600 Swanson Avenue, at a total cost of \$14,871. The lot to be landscaped is approximately 600 feet wide and 700 feet deep. Landscaping will begin no later than April 30, 2013, and will be completed by May 31.

The following trees and plants will be planted, in the quantities given and at the prices specified.

4	maple trees	@ \$110 each	\$440
41	birch trees	@ \$135 each	\$5,535
2	spruce trees	@ \$175 each	\$350
20	juniper plants	@ \$15 each	\$300
60	hedges	@ \$12 each	\$720
200	potted plants	@ \$12 each	\$2,400
			Total Cost of Plants = \$9,745
			Labor = \$5,126
			Total Cost = \$14,871

All trees and plants will be guaranteed against defect or disease for a period of 90 days, the warranty period to begin June 1, 2013.

The prices quoted in this proposal will be valid until June 28, 2013.

Thank you for the opportunity to submit this proposal. Jerwalted Nurseries has been in the landscaping and nursery business in the St. Louis area for 30 years, and our landscaping has won several awards and commendations, including a citation from the National Association of Architects. We are eager to put our skills and knowledge to work for you, and we are confident that you will be pleased with our work. If we can provide any additional information or assistance, please call us at the number listed above.

Sincerely,



Ronald Malcomson

*Introduction states purpose and scope of proposal and indicates when project can be started and completed*

*Body lists products to be provided and cost per item*

*Conclusion specifies time limit of proposal, expresses confidence, and looks forward to working with prospective customer*

Figure 13-7 Short Solicited Sales Proposal

### Longo's Shoe Repair

1211 Erie Street  
Hobard, OH 44425

longoshoos.com  
Phone: 331-467-0333

Dear Mr. Rice:

*Introduction states purpose of the proposal and establishes the company's reputation*

Longo's Shoe Repair Shop congratulates you on the grand opening of JK Sports! We would like to offer you our services as the area's leading repair shop for baseball and softball gloves. We currently hold five-year contracts with the Locker Room and the S & S Baseball Express store. We also value your time and offer the convenience of pickup and delivery on all orders.

#### *Repair Procedures*

We evaluate each glove and estimate the cost of repair based on the degree of damage and the estimated time of repair. If the actual cost exceeds the estimated cost by more than \$5, we will call you to discuss the reason for the additional cost and will proceed only upon your approval. Most repairs will be confined to the section damaged, but if the glove is old and the strings appear weak, we will re-string the glove to ensure its fitness for continued use.

Once a glove has been repaired, we fully condition it. The inside of the glove will be treated with Dr. Glove's Foam System, which helps protect against the sweat and dirt that crack leather and cause increased wear. The outside of the glove is then treated with Easton Oil, which keeps the glove soft, pliant, and resistant to dirt. We also provide instructions to the glove owner to keep the glove oiled throughout the playing season and to oil it again for off-season storage.

#### *Cost Guidelines and Equipment*

*Body details the product line, prices, and specific features*

We charge an initial \$21 for each repair job and \$12 per hour after the initial hour. We also include the cost of supplies in the total bill. Supplies are priced as follows:

- 2-foot 10-gauge string      \$2.50
- 3½-foot 10-gauge string    \$3.75
- 2-foot 12-gauge string      \$3.25
- 3½-foot 12-gauge string    \$4.10
- 2 x 4 leather patch          \$3.00
- 3 x 5 leather patch          \$3.75
- Waxed thread                 \$0.16 per inch

The string gauge used depends on the glove manufacturer and location of the repair. Repairs to the web area always require 12-gauge string.

Figure 13-8 Short Unsolicited Sales Proposal (continued)

Mr. Harry Rice

2

March 15, 2013

We also feature special rates for bulk orders — for repair orders of 10 or more gloves, we fix the tenth glove free! And remember, we value your time, so we offer free pickup and delivery on all orders.

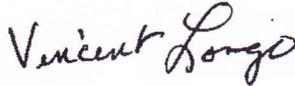
*Recommendation and Qualifications*

We hope that our reputation for top-quality services encourages you to consider our company as your first choice for glove repairs. Our 40 years of experience and our equipment, tools, and staff expertise account for our reputation as the premier shop for the fine-detailed work that goes into every glove we repair. The added glove conditioning and break-in services we believe enhance this reputation.

*Persuasive conclusion showcases company's skill and experience and extends an offer to follow up with more information*

We welcome your review of this offer and look forward to establishing good working relations with you, your staff, and your customers. I would be pleased to meet with you or send any additional information you request. Please contact me at the shop during business hours, Monday through Friday, 8 a.m. until 5 p.m., or by e-mail at vlongo@longoshooz.com.

Sincerely,



Vincent Longo,  
Proprietor

Figure 13–8 Short Unsolicited Sales Proposal (continued)

### PROFESSIONALISM NOTE: Sales Proposals Are Legally Binding

Keep in mind that, once submitted, a sales proposal is a legally binding document that promises to offer goods or services within a specified time and for a specified price. Many sales proposals also note that the offer is valid for a limited time period, which often depends on the product. For example, printing proposals are usually good for 30 days—a short time period attributed to the often fluctuating costs of paper and ink.

### Grant and Research Proposals

Grant and research proposals are written to nonprofit organizations to request the approval of and funding for projects that solve a problem or fulfill a need. For example, a professor of education might submit a research proposal to the state

or federal Department of Education to request funding for research on the relationship of class size to educational performance; similarly, a community center might submit a grant proposal to obtain funding from a local government agency for an after-school job-training program.

Many government agencies, private foundations, and other nonprofit groups solicit research and grant proposals. Granting organizations typically post opportunities, along with detailed application guidelines, on their Web sites, and they usually specify their own requirements for the format and content of proposals, as shown in Figure 13–9. Always research the grant-making organization first to familiarize yourself with its areas of interest and its purpose in granting the funding. If your organization pursues multiple grants, be careful to tailor your grant or research proposal to each specific audience by carefully following the guidelines provided by the granting agency. In addition, remember that proposals must always be persuasive: Explain your project's goals, your plan for achieving those goals, and your qualifications to perform the project.

Although application guidelines may differ from one organization to another, grant proposals generally require the following sections at a minimum:

- Cover letter
- Title page
- Introduction/summary/abstract
- Literature review
- Project narrative
- Project description
- Project outcomes
- Budget
- Schedule
- Conclusion

#### ON THE WEB

For samples of research and grant proposals, as well as the full text of the grant proposal shown in Figures 13–10 through 13–18, go to [bedfordstmartins.com/writingthatworks](http://bedfordstmartins.com/writingthatworks) and select *Model Documents Gallery*.

#### Cover Letter

Usually a page long, the cover letter should identify who you are and your affiliation. It should specify the grant for which you are applying, summarize the proposed project, and include the amount of funding you are requesting. Be sure to include any credentials you feel reinforce your organization's ability to complete the project successfully. End the letter by expressing your appreciation for the opportunity to submit the proposal and include information about how you can be reached. The letter should include a subject line with the grant title in addition to the address of the recipient, date of submission, salutation (Dear . . .), and complimentary close (Sincerely), as in Figure 13–10 on page 466.

#### Title Page

The title page is the grant-proposal cover. On a single page, show the title of the project, names of team members and their affiliations, date submitted, and name of the recipient's organization, as shown in Figure 13–11 on page 467.

#### Introduction/Summary/Abstract

The introduction, also called the summary or abstract, is your proposal at a glance. It briefly describes in a page the problem to be solved in the language used in the request for proposals, as in Figure 13–12 on page 467. Most important, your

### Request for Seed Grant Proposals

Discovery Park  
Purdue University  
West Lafayette, IN 47907  
2013

#### Purpose

Discovery Park requests seed grant proposals from Purdue faculty and staff. A total of \$300,000 has been allocated to fund seed grants for proposals that catalyze new high-impact activities at Purdue. This program is not meant to fund complete projects, but rather to provide the necessary support to start new efforts that will be supported longer term by other funding sources. All funded project teams are expected to submit a proposal to an external funding agency through Discovery Park, or to receive support from an outside organization (e.g., company) for continuation of the project effort.

#### Eligibility

Anyone certified by the Office of the Vice President for Research to serve as a Principal Investigator to an outside agency may submit a proposal. The proposed team may include personnel from outside of Purdue.

Proposals: The deadline for receipt of proposals is 5:00 p.m., Tuesday, January 15, 2013. Proposals should be submitted as a single pdf file attachment to an e-mail message addressed to Marty R. at \*\*\*\*\*@purdue.edu. Projects should have a start date no earlier than March 1, 2013, and include expenditure of all funds by May 1, 2014.

Proposals are to be attached to a completed University Proposal Submission Form, and should follow this sequence:

#### Page 1. Face page, including:

- Proposal title
- Principal investigator, with signature
- Partnering Discovery Park Centers
- Total budget
- Project period

**Pages 2-6. Research plan**, limited to 5 pages, single-spaced, one-inch margins, and no smaller than 11 point font. Proposals must address:

- The review criteria listed below.
- What extramural funding will be pursued on the basis of the proposed activity.
- A plan for routinely meeting with the identified Discovery Park partners to monitor and direct project activity, further develop synergy, maximize impact, and discuss project goals.

#### Page 7. References.

**Page 8. Support letter** from a Discovery Park Center Director or Managing Director specifying the nature of the partnership. For example, Discovery Park Centers can provide project-management support, business-office support, assistance in preparing

*Format guidelines*

#### Figure 13-9 Request for a Grant Proposal (General and Specific Requirements).

Source: Purdue University, Office of the Vice President for Research <www.purdue.edu/Research/vpr/funding/docs/dp\_seed\_grant\_RFP-HCK.pdf>.

October 7, 2013

Ms. Joan Atwater  
Executive Director  
ABC Foundation  
13 Hill Street  
Boston, MA 02116

Subject: Read to Succeed! Program

Dear Ms. Atwater:

*Summary of program  
and objective*

Orchard Middle School is pleased to present this proposal for your review. We look forward to partnering with you to provide a reading intervention program for our students with poor reading skills called Read to Succeed! Orchard Middle School has more than 50 at-risk students with a reading performance of at least two years behind their current grade level. The objective of the Read to Succeed! program is to help all students with poor reading skills learn to read at grade level and increase their reading speed, comprehension, and reading attention span.

*Funding request*

Last year, we ran a pilot Read to Succeed! program with a small group of students with poor reading skills and have seen dramatic improvements, with most of the students increasing their reading ability by one or two grade levels. . . .

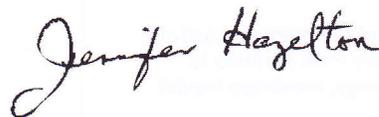
We have seen measurable success, and we are now seeking to expand our Read to Succeed! program to address the needs of all at-risk students in the Orchard Middle School. Our proposal requests \$16,504 in funding to obtain the software, hardware, and training necessary to equip the Orchard Middle School resource room with five assistive reading systems, each including a computer, a scanner, and assistive reading software.

*Contact information*

We appreciate ABC Foundation taking an interest in helping our students develop their reading skills through our new reading program! Please call me at 888-555-1212, ext. 342, or e-mail me at [jhazelton@oms.edu](mailto:jhazelton@oms.edu) if you require any further information or have any questions concerning this proposal.

Thank you.

Sincerely,



Jennifer Hazelton

Special Education Coordinator  
Orchard Middle School  
387 Pine Hill Road  
Orchard, VT 02331

Figure 13–10 Grant-Proposal Cover Letter. Source: <[www.kurzweilededu.com/](http://www.kurzweilededu.com/)>.

<b>Read to Succeed! Improving Reading Performance for At-Risk Students</b>	<i>Grant title</i>
Submitted to: ABC Foundation	
Date: October 7, 2013	<i>Date submitted</i>
Jennifer Hazelton Special Education Coordinator Orchard Middle School 387 Pine Hill Road Orchard, VT 02331	<i>Recipient's organization</i>

**Figure 13–11 Grant-Proposal Title Page**

introduction should sketch the expected outcomes of your grant proposal, answering the question: What will you achieve? For a research proposal, you may also describe your proposed research methods in a separate paragraph: interviews, questionnaires, videotapes, observations, and so on.

### Literature Review

The literature review allows reviewers of your proposal to assess your familiarity with current research in the field, as shown in Figure 13–13. Is your research up to date? thorough? pertinent? Be selective in listing sources, which may include journal articles, books, and Web sites, as well as interviews, podcasts, blogs, and

◆ For additional information about creating literature reviews or for a sample literature review, see pages 183–213 in Chapter 6, *Researching Your Subject*.

<b>Project Abstract</b>	
The Orchard Middle School, in Orchard, Vermont, is seeking a grant to expand our Read to Succeed! program with the objective of helping all our at-risk students increase their reading skills and be able to read at grade level using the same classroom textbooks and materials as their peers. The objective is that by the end of the year the students will have at least doubled their reading speed and will have improved their reading skills by one to two grade levels. The Read to Succeed! program features computers equipped with assistive reading software and text scanners for reading instruction. Funding in the amount of \$16,504 is requested for staff training and to purchase the required software and hardware for the school's resource room.	<i>Purpose and expected outcomes</i>
	<i>Funding request</i>

**Figure 13–12 Grant-Proposal Introduction**

Selective program  
research source in  
APA format

#### References

- Elkind, J. (1998). *A study of the efficacy of the Kurzweil 3000 reading machine in enhancing poor reading performance*. Portola Valley, CA: Lexia Institute.
- Heckler, L., Burns, L., Katz, L., & Elkind, J. (2002). Benefits of assistive reading software for students with attention disorders. *Annals of Dyslexia*, 52, 223–335.
- Wise, B., Olson, R., & Murray, C. (1993). Using computer-based phonological awareness and reading instruction. *Annals of Dyslexia*, 45, 99–122.

Figure 13–13 Grant-Proposal References Section (Excerpt)

other sources. A literature review will also reveal whether conclusive research has already been done in an area or whether competing programs have successfully addressed the same problem. Some or all of the sources may be annotated to establish their scope and pertinence.

#### Project Narrative

The project narrative or statement of need is the heart of the proposal. It's where you describe in detail the scope of the work, expected outcomes, list of tasks, schedule from start to finish, and proposed cost. The detailed statement of need must be specific and thorough. The excerpt shown in Figure 13–14 from a grant proposal states the problem and includes pertinent data.

#### Project Description

The project-narrative section usually includes details of how the research will be conducted (the methodology), as in the excerpt shown in Figure 13–15 from the reading-performance proposal.

#### Project Outcomes

Having discussed the preparation for the program and how the participants will be evaluated, the grant must describe the outcomes, or deliverables, of the proposal. It must describe what results the organization can expect based on the time, labor, and funding it has invested in the program. In this case, the outcomes are stated as quantifiable objectives, as in Figure 13–16. This section is also called “objectives.”<sup>2</sup>

<sup>2</sup>Many grant writers find the system called SMART useful. The SMART system assists writers in setting feasible performance goals and means of measuring success. It is described at <[www.yale.edu/hronline/focus/goal.html](http://www.yale.edu/hronline/focus/goal.html)> and <[www.ala.org/acrl/aboutacrl/directoryofleadership/sections/iswebsite/projpubs/smartobjectives](http://www.ala.org/acrl/aboutacrl/directoryofleadership/sections/iswebsite/projpubs/smartobjectives)>.

### Statement of Need

Orchard Middle School has 276 students, 59 of whom have been determined to be at risk in their reading performance for a variety of reasons, including learning disabilities, such as attention deficit disorder (ADD) and dyslexia, or other language difficulties based on economic status. Orchard Middle School is eligible for Title 1 funds, and if these students are not given an opportunity to improve their reading skills, they are, as studies show, more likely to be truant and drop out of school.

*Scope of proposal*

**Figure 13–14 Grant-Proposal Statement of Need**

### Program Description

The Orchard Read to Succeed! program will enable at-risk students to improve their reading skills through the use of five computers equipped with scanners and assistive reading software. Students using this innovative reading system will be able to use all their classroom materials, including textbooks, providing them access to the general curriculum. The students will increase their reading speed and comprehension, which will help them obtain classroom subject proficiency. Included in the Read to Succeed! program will be a day of training for the reading specialist and classroom teachers on the features and use of the Kurzweil 3000 software.

*Specific program details*

**Figure 13–15 Grant-Proposal Program Description**

### Goals and Objectives

The goal of the Read to Succeed! program is to enable at-risk students and students with learning and reading disabilities to improve their reading skills to the point where they can succeed in school and develop the reading skills that will prepare them for high school and postsecondary education. Studies have shown that poor readers, those reading at a grade level or more behind, are more likely to be disruptive in the classroom, truant from school, and at risk of dropping out of high school.

*General program objectives*

The main objectives of the Read to Succeed! program include the following:

1. Providing a measurable increase in reading speed, comprehension, and attention span. The objective is for the students to double their reading speed and increase their reading skills by one to two grade levels by the end of the school year.
2. Enabling poor readers to access the general curriculum through the use of assistive reading technology that will scan and read their textbooks and other classroom materials.
3. Providing learning-disabled students with a multisensory reading alternative that will help them increase their reading speed to the point where they can read on their own.
4. Helping learning- and reading-disabled students stay in their regular classroom with their peers so that they can continue learning in a least-restrictive environment.

*Quantifiable program objectives*

**Figure 13–16 Grant-Proposal Goals-and-Objectives Statement**

### Budget

Include a budget narrative section that provides a detailed listing of costs for personnel, equipment, building renovations, and other grant-related expenses. This information must be clear and accurate. List costs in a format easily grasped by those evaluating the data, as shown in Figure 13–17. If your proposal is approved, you are being entrusted with funds belonging to someone else, and you are accountable for them. Your cost estimates may also be subject to changes over which you have no control, such as price increases for equipment, software, or consulting assistance. The project may also require ongoing funding following completion of the grant's tasks. Either estimate such costs or note that they will appear in a Future Funding section.

### Schedule

Prepare a schedule of tasks that need to be performed to complete the project. Arrange them as bulleted points in sequence from first to last with due dates for each. Schedules can also be presented in table format, as shown in Figure 13–18.

#### ON THE WEB

For useful Web sources for grant-proposal preparation, go to [bedfordstmartins.com/writingthatworks](http://bedfordstmartins.com/writingthatworks) and select *Chapter 13*.

### Conclusion

The conclusion is a brief wrap-up section that emphasizes the benefits or advantages of your project. This section gives you one more opportunity to give the funding organization a reason why your proposal merits its approval. This is also the place to express your appreciation for the opportunity to submit the proposal.

#### Budget

The budget includes funds for a Lab Pack containing five copies of Kurzweil Educational System's Scan/Read Color software, along with five computers and scanners. They will provide five independent assistive reading workstations. This combination will give students the greatest flexibility in using their textbooks and other classroom materials.

	Price	Quantity	Total
Kurzweil Scan/Read Lab Pack (Color) 5-Pack	\$7,095	1 (5-Pack)	\$7,095
Software Maintenance Agreement (SMA)	\$709	1 (5-Pack)	\$709
Epson 300 Scanner	\$300	5	\$1,500
Dell PC with Monitor	\$1,200	5	\$6,000
Training	\$1,200	1 day	\$1,200
<b>Total</b>			<b>\$16,504</b>

*Detailed list of program requirements*

Figure 13–17 Grant-Proposal Budget Narrative

Activity	Date
Submit grant proposal	October 2013
Expected grant notification	December 2013
Obtain hardware and software	January 2014
Set up Kurzweil 3000 program	January 2014
Training session for teachers	February 2014
Student introduction	February 2014
Test initial reading speed	February 2014
Begin first 12-week phase	March–May 2014
Test reading improvement	June 2014
Prepare project results report	July 2014

*Program time line and dates*

**Figure 13–18 Grant-Proposal Time Line**

Finally, note the time frame during which the proposal is valid and close with a statement of your willingness to provide further information. Because proposals are legally binding in some industries, be sure that your proposal is reviewed by legal counsel, if applicable.



### **DIGITAL TIPS: Using Grant Software**

Grants.gov provides a simple, unified electronic storefront for interactions between grant applicants and the federal agencies that manage grant funds. There are 26 federal grant-making agencies and more than 900 individual grant programs. The grant community, including state, local, and tribal governments; academia and research institutions; and not-for-profits, need only visit one Web site. You can also sign up at the Grants.gov Web site to get automatic e-mail alerts about grant opportunities that are of interest to your organization.

### **Sales Proposals**

The sales proposal, a major marketing tool for business and industry, is a company's offer to provide specific goods or services to a potential buyer within a specified period of time and for a specified price. The primary purpose of a sales proposal is to demonstrate that the prospective customer's purchase of the seller's products or services will solve a problem, improve operations, or offer other benefits.