



HOW TO WRITE A PROJECT PROPOSAL



WHY WOULD YOU NEED THIS SKILL?

A project proposal exists to convince your reader that you're onto a winning plan. A researched and thorough proposal not only makes an impact – it also ensures you have considered the key details, so there are no surprises down the track.

WHAT?

Presenting a strong proposal can help convince someone to accept your project, so you're aiming for the same goals.

IT'S OKAY TO...

- > not know what you want to do
- > get knocked into the pit
- > move faster or go slower
- > fail (as long as you tried)

WHAT YOU NEED

- > A computer, tablet or writing materials
- > Access to spreadsheet or graphing programs, or the materials to draw these on

WHAT TO DO

01

Put yourself in your reader's shoes. You know your project is great, but it's important to keep your audience in mind before beginning your proposal. What are the features that will appeal to your reader? Is the budget important to them? Or the timeframe? Consider their overall needs.

02

Research your project. This will help you discover what works and what needs to be reconsidered. It also strengthens your proposal, as it shows you've looked into every aspect of your project – and can answer any questions about it!

03

Break it up. Usually, a proposal includes six categories to make it easy to follow, plus a summary. Here they are:

1. **Background:** define the problem or reason for your project.
3. **Objectives:** what you're hoping to achieve.
4. **Plan:** the actions you will take to make your idea happen (also called deliverables).
5. **Budget and schedule:** what your project will cost and the timeframe within which it needs to happen. You might present this in a spreadsheet or graph.
6. **Risks:** demonstrate how you will manage or reduce any risks the project may cause.
7. **Conclusion:** a short summary of your proposal and a final chance to convince your reader.

WHAT TO DO CONT:

04

Keep it neat. Your proposal should be well presented. Proofread it, keep graphics tidy, number the pages and make sure the headings are easy to identify.



GOT IT?

> Your proposal is clear, thorough and convinces your reader to accept your project.



TRY THIS

If you feel like you've nailed it but you want to level up, try this:

- > Create a verbal project proposal, based on your written one. Use slides and replace a lot of the written text with talking points.
- > Pitch your ideas to local organisations. There may be something within your school or community you'd like to change, such as getting new basketball courts or a sustainable community garden.

SO WHAT?

- > A well-written project proposal helps you master the art of persuasion by putting together a strong, cohesive argument.
- > Your communication skills will skyrocket, as you'll be informative, engaging and empathetic.

WHAT ACTION WILL YOU TAKE?

- Learn more about your audience. Who needs to accept your project? What is important to them?
- Make a list of things you need to research for your project.
- Create a template with the six key categories of information listed above.



IF YOU LIKED THIS ONE YOU MIGHT WANT TO TRY...

- > How to Pitch an Idea
- > How to Present Your Ideas Graphically
- > How to Create SMART Goals
- > How to Develop a Brand Name
- > How to Present Yourself