**Guidelines on Writing a Project Proposal**

A **Project Proposal**, often called a "Statement of Work,” is a persuasive document. Its objectives are to:

1. identify what work is to be done

2. explain why this work needs to be done; and

3. persuade the reader that the proposers (you) are qualified for the work, have a plausible management plan and technical approach, and have the resources needed to complete the task within the stated time and cost constraints.

**What makes a good proposal?**

* It must be qualified to benefit the learners and other stakeholders and has a plausible management plan and the resources needed to complete the task within the stated time and cost estimates.
* One attribute is appearance. A strong proposal has an attractive, professional, inviting appearance. In addition, the information should be easy to access.
* A second attribute is substance . A strong proposal has a well-organized plan of attack. A strong proposal also has technical details because technical depth is needed to sell your project. (http://www.authorstream.com/-innovation-education/)

**Required Format**

**Aspect Description**

Font for headings Boldface Serif or sans serif

size in accordance with hierarchy

Font for text portion 12-point serif such as Times

New Romans or Book Antigua

Margins Standard, at least 1 inch

Layout One column, single-sided

Paragraphing Indented paragraphs, no line

skip between paragraphs in a

section

Page number Bottom centered

Paper Letter (8.5 x 11)

Spacing 1.5