

Writing Your Project Proposal

Whether you are trying to secure funding or solicit support from decision makers, follow this tried and true format:

1. **Introduction:** Establish your credibility.
2. **Problem Statement:** Outline why this program is needed and provide statistics and data to support your position.
3. **Program Goals and Objectives:** Make them measurable (see page 5/2 of *Instructor's and Administrator's Guide for Career Choices and My10yearPlan.com*® for suggestions).
4. **Program Design:** Describe your methodology for achieving the goals and objectives.
5. **Evaluation:** Spell out how you plan to assess and evaluate your program (see Section 14 of *Instructor's and Administrator's Guide for Career Choices and My10yearPlan.com*®).
6. **Funding:** Describe how you plan to maintain the program after the initial funding cycle.
7. **Budget:** Include your program budget (not for public documents).
8. **Appendix:** Include documents that support your credibility and claims.

It's far easier to edit than it is to create.

Why reinvent the wheel? You'll find a variety of resources on our web site that can be downloaded and customized as you develop your proposal. These can streamline your research, reduce your typing, and help you create a fundable proposal. Download text to create the skeleton of your proposal and then edit it to more accurately reflect your school's goals and methodology.

The sample narrative on the following pages is a good starting point. The graphic on page 15/8 of *Instructor's and Administrator's Guide for Career Choices and My10yearPlan.com*® might be adapted and included in your proposal. Cost efficiency is critical in today's funding environment.

Our program planning site at www.academicinnovations.com/programplanning also provides relevant, valuable information in an actionable sequence.