

WISCONSIN WRITER'S ASSOCIATION
STANDING RULE

Approved by Board May 16, 2017

HOW TO COMPLETE A PROPOSAL

WHEN:

- A policy proposal is written when a board policy is needed or in need of significant change.
- A program proposal is written when a new service or program is proposed or when there are significant changes to an existing program or service.

Proposals are drafted during the early phases of the project (before detailed plans are made and resources are allocated). Therefore, budget estimates are rough, at best. After the Board approves its contents, work begins on finding or assigning a volunteer and then implementing the project or activity.

WHY:

Proposals contain key information about the project. They are essential since they are used to evaluate projects and determine whether or not time and funds should be allocated.

A Proposal is not a contract. It's easy to confuse it with a Business Proposal (a document in which legal terms are outlined). For WWA purposes, the Proposal is presented to the Board for their input and approval.

BY WHOM:

Proposals are written and submitted for approval by a volunteer, committee member, Executive Director or Board member.

TO WHOM

- Policy proposals are submitted to the Executive Committee who, once approved will present it to the full board.
- Program proposals are submitted to the Executive Director then to the full Board when a new program or service is proposed

HOW:

Despite the fact that many different formats are available, roughly 80-90% of all proposals follow a similar template. They mostly have the same structure which contains the following key points. Depending on the size and scope of the project, **some of the following key points may not apply and can be omitted from the proposal.**

Proposals come in many different types and sizes, all serving a unique purpose in their own right. The amount of detail used when outlining proposals can vary significantly. In most cases a few very short and general phrases is sufficient. A proposal is usually 1-3 pages in length.

BASIC COMPONENTS OF A PROPOSAL:

1. Statement of the Need/Problem/Opportunity
General summary of what will be covered in the proposal.
Statement of the problem or opportunity
2. Objectives
Detailed solution that will be solved or what will be improved
3. Methods or activities
What do you want to do
What alternative solutions have been considered and why this solution has been chosen
4. Resources (manpower and money)
What will be needed in money, people, time, computer capability, etc.
5. Schedule
Realistic timeline
6. Justification
When it is a new project or an activity that creates new work or need for new resources.
7. Budget
Line item budget
8. Measurement
How will progress or success be measured in money and/or use of resources such as # of enrollees, # of entries, ability to cover expenses or amount of profit realized.