WRITING PROJECT 2
GROUP PROPOSAL

Final Group Proposal + Individual Project Evaluation Memo Due Friday, 7/17, at 11:59pm

OVERVIEW & OBJECTIVES

Proposing is how ideas are born (and refined), how projects get started, and how firms and organizations get funding for the work that they do. The ability to write a clear, succinct, and actionable proposal is key to being a successful professional—especially if you aim to be an entrepreneur or innovator.

Proposals may be internal (within the same organization) or external (sent outside the organization, usually to solicit business), as well as solicited (requested through a formal statement, like a Request for Proposals or RFP) or unsolicited (where a writer notices a problem or opportunity and, unprompted, proposes a way to address it). RFPs can come from a variety of sources: government agencies, organizations, companies, or even individuals. For the purpose of this project, you will work with a team to respond to a sample RFP, taking on the roles of professionals in a specific firm or organization.

GETTING STARTED

For this project, your instructor will sort you into a team with 1–3 other students from similar majors or areas of study. Your team will work together for this project using the remote writing and meeting solutions of your choice (video conferencing, collaborative writing software like Google Docs, etc.). Choose one of the attached scenarios (see "Proposal Scenario" document) and produce a 5–7 page (plus any relevant attachments or appendices) single-spaced, block style proposal responding to the RFP outlined.

Generally, proposals need to include the following sections to successfully address an RFP, persuade the reader(s), and outline a clear plan of action:

- **Introduction/Background** defining the problem or opportunity you're addressing, briefly presenting the solution idea
- **Project Description** providing a more detailed description of the solution, offering benefits/consequences, methodology, and/or potential obstacles
- **Credentials** explaining you/your team's qualifications and experience to lead the project
- **Timeline/Budget** outlining the completion of the project, as well as an itemized budget

- **Conclusion** convincing your reader that you're the best person for the job
- **References** providing full information on your research sources

Each proposal will be unique because it will address a specific audience and context for a specific purpose, but all proposals must demonstrate feasibility in order to be persuasive, allow for flexibility as new information is determined about the problem and contingencies arise, and offer SMART goals to help manage the project through completion.

WHAT WILL I TURN IN?

The deliverables and deadlines for WP2 are…

Week 2	-----------	Project groups selected; begin communicating with group members to plan for initial idea proposal due Week 3
Week 3	Fri, 7/3	Initial project proposal memo + team code of conduct due by 11:59pm
Week 4	Fri, 7/10	Draft group proposal due for peer review by 11:59pm
Week 5	Mon, 7/13	Peer review feedback on classmates' draft due by 11:59pm
	Fri, 7/17	Final WP2 due (with individual project evaluation memos) by 11:59pm

WHAT WILL I BE GRADED ON?

- Inclusion of relevant **proposal sections** for your situation, purpose, and audience
- Integration of **research** to provide evidence supporting argument, with appropriate attribution
- Thorough outlining of **SMART goals** for the project's completion
- A clear and persuasive description of your team's **qualifications** that explains why you're the best group for the job
- Employing **professional style**, paying particular attention to concision, paragraph construction, and tone
- **Document preparation** that includes attention to detail, consistency, and careful editing/proofreading
- A completed **project evaluation memo** explaining the goals you had for this project and the deliberate rhetorical, visual, and methodological choices that you made in service of those goals

WP2 meets Purdue Professional Writing Learning Outcomes 1, 2, 3, 4, and 6. For more information, see the [Professional Writing Program website.](#) "Winning contract" icon by Noun Project contributor I Putu Kharismayadi, ID.

Some information and language adapted from Suzan Last's Technical Writing Essentials, available under a CC-Attribution-4.0-International License [here.](#)