Title Page
- Title
- Subtile ("A Proposal to [insert condensed objective]")
- "Submitted to [insert name of funder]"
- "Submitted by [include your organization]"
- Date

Cover Letter: 1 page (all page lengths are maximums, not minimums)
- In the 1st sentence, thank the funder, and include the project's objective
- between the 1st and last sentences, include an executive summary
- in the last sentence, include a bulleted forecasting list of the major elements of the proposal
- signature block

Table of Contents: Use at least three levels, including the captions of visuals

Background Section: 3 pages, not including visuals
- *Story Component*:
  - present the Needs Assessment, in effect a "report" of the study you performed to gain the insight necessary to determine that the overriding problem is indeed a problem
  - discuss the overriding problem as well as its causes and effects
  - so that you can include necessary visuals (at least three), be certain that your story includes specificity
  - when necessary, use citations (which you can make up) as footnotes

- *Questions Component*:
  - phrase the deliverables as questions

- *Closing Component*:
  - specify the measurable and evaluable objective, the statement of which could require two or more sentences.
  - to close the section, include some briefly stated benefits

Methods Section: 3 pages, not including a Gantt chart
- construct the opening p-slot (introduction) by discussing the lessons learned from projects similar to your own
- include a transition to the Gantt Chart, which provides a forecast to the tasks you will discuss
- for the section's i-slot, present the major tasks necessary for achieving the objective, making certain to use PIP for each task
- as the last three tasks, include a discussion of the evaluation, continuation and replication plans
- construct the section's closing p-slot by indicating, in one ¶, the benefits of your methodology

Qualifications Section: 2 pp.
- for the content of this section, see the relevant pages of Evaluation, Dissemination, Replication.pdf
- if necessary, end the introduction with a bulleted forecasting list of the major claims, expressed as complete sentences
- in the body use a claim in each subhead, and under each subhead, demonstrate how and/or why the claim is true
- for the body of the section, discuss each of those claims in a subsection, arguing why that claim is true

- make certain that one of the claims focuses on the project team and that the related subsection discusses relevant information for each team member

Benefits Section: 1 page
- if necessary, end the introduction with a bulleted forecasting list of the major claims, expressed as complete sentences
- in the body use a claim in each subhead, and under each subhead, demonstrate how and/or why the claim is true
- try to include in the subject slot the beneficiary
- repeat each benefit-claim as a subhead in the body of the section

Concluding ¶(s)
- separate the conclusion from the benefits section with several spaced asterisks or some other visual device
- summarize the major persuasive elements of the proposal

Visuals
- be certain to reference each visual in the text
- include in each visual a caption-claim that the entire visual has been designed to "prove"
- be certain that all text in a visual, including its caption, is one or more point sizes smaller than the normal text

Document/Page Design
- be certain to paginate
- include key information (including p.#s) in the header and/or footer
- use "block" format--i.e., don't indent ¶s
- be certain to include more space before a heading than after it
- for your "normal" text, use a serif font like Times New Roman
- for the text in your visuals, prefer a non-serif font (e.g., Verdana, Helvetica, Gil sans); avoid Arial. Why avoid the latter? Note how features of Helvetica help guide a reader's eye across the page. Those features are horizontal rather than slanted, as they are in Arial.
- differentiate your headings
- strive for a professionally designed document

Sentence-Level Requirements
- use sentences that are grammatically and mechanically error-free
- recognize that all content in the appendix on "Writing Effective Sentences" describes additional sentence-level requirements