Writing Winning Proposal

Module 1: Getting Started

- Pre-Assignment Review
- Workshop Objectives

Module 2: Understanding Proposals

- What is a Proposal?
- The Proposal Writing Process
- Types of Proposals
- About Requests for Proposals

Module 3: Beginning the Proposal Writing Process

- Identifying Your Purpose and Your Audience
- Performing a Needs Analysis
- Writing the Goal Statement

Module 4: Preparing an Outline

- A General Format
- Special Sections
- Creating a Framework
- Getting Down to Details

Module 5: Finding Facts

- Identifying Resources
- Using the Internet as a Resource
- Organising Your Information

Module 6: Writing Skills, Part One

- Spelling and Grammar

- Working with Words

- Constructing Sentences

- Persuasive Writing

- Mastering Voice

Module 7: Writing Skills, Part Two

- Creating Paragraphs

- Creating Strong Transitions

- Building up to Conclusions

Module 8: Writing the Proposal

- Educating the Evaluator

- Ghosting the Competition

- Using Illustrations

Module 9: Checking for Readability

- Checking for Clarity

- Reading for Your Audience

- Using the Readability Index

Module 10: Proofreading and Editing

- Proofreading Like a Pro

- Editing Techniques

- Checking the Facts

- The Power of Peer Review

Module 11: Adding the Final Touches

• Our Top Typesetting Tips

• Achieving a Professional Look and Feel

• Creating the Final Package

Module 12: Wrapping Up

• Words from the Wise

• Your Notebook