

1. PROJECT INFORMATION

This section is meant to provide a overall picture of the project that can be seen at a glance as well as convey important project details.

Name of the Organization

Name of the company the project is being proposed by.

Project Title

Title or Working Title.

Project Summary

Write a 2-4 sentence summary of the project scope.

Project Time-frame

When will the production start- When will the final project be delivered.

Attached Documentation

Supporting Materials attached to this document.

Project Contacts

List those individuals who are involved with the project and can be contacted. Be sure to include their name, title, role in the project, as well as phone numbers and email addresses.

2. PROJECT SUMMARY

The goal of this section is to present the reasons for doing this project as well as stating all of the project's objectives. In this section in particular it is very important to write concisely and clearly. Some project professionals even suggest writing the project summary last. Before you begin writing you should be able to answer the following questions:

- Why are you doing this project?
- What will you be doing?
- How will you be doing it?
- Who will be doing it?
- Where will it be done?
- How long will it take?
- How much will it cost?

Project Background

Explain what needs/problems you are trying to solve, and why these needs/problems are worth solving. You should also provide a brief setting and history behind the project. This section should be no more than a page. Include references to supporting documentation, such as research papers and articles. This information can be placed in the index at the end.

Project Objectives

State explicitly what goals the project is aiming to achieve. List them if appropriate.

3. PROJECT METHODOLOGY

This sections details the plan for how the project objectives will be achieved. It usually starts with a description of the overall approach. Then it provides details on methodology, the population being addressed, and how anticipated problems will be managed.

The Project Approach Summary

Write a few short paragraphs or bullet points on your overall approach to the project. Include how the project team will be organized, what development and collaboration tools will be used, and how the plan will be updated along the way.

Work Breakdown and Task Time Estimates

In this section you should create a detailed project schedule. Make a list of tasks that will be performed for this project, make sure the list is detailed enough and the tasks broken down enough to expose risks and make reasonable estimates in man hours required. You may want to include a milestone chart in this section.

Project Deliverables

Make a list of project "deliverables." (These are the products, information, reports, etc that will be delivered to the client at the end and throughout the duration of the project). Make sure to include a description of the deliverable and an estimated delivery date.

4. PROJECT RISK MANAGEMENT

This section details the major project risks and delineates the plans to alleviate or control them. Make sure to address each risk's likelihood of occurring as well as its impact on the project and the organization.

Risk Management Plan

This is the detailed plan of action to minimize and contain any risk factors that may come up as the project progresses.

Risk Register

Be sure to include this line-item list of risks and counter efforts.

5. PROJECT COSTS

In this section you will need to estimate the overall cost of the project.

Project Budget

A detailed, line-item budget should be divided into categories such as salaries, fringe benefits, travel, supplies, and equipment. Make sure to also include any overhead costs (called "indirect costs") that will be associated with the project.

Budget Narrative

The budget narrative is basically a list of commentary needed to clarify and justify the figures on your budget.

Additional Financial Statements

Some project proposals may require additional financial statements, such as a profit and loss statement, a recent tax return, an annual report, or a list of funding sources.

6. CONCLUSION

In this section you should try to tie up all the above information in a short summary that explains the potential value of the project and emphasizes its feasibility.

7. APPENDIX

This is where you should put additional charts, graphs, reports, etc. that were cited in the proposal, but were not appropriate to place in the main body of the document.