**What Will a Proposal Include?**

1. **Intro.**
* **Address the specific person or organization formally (example: Dear Mr. Robert Smith, for).**
* **Explain why you’re writing this.**
* **Preview the main points about the issue**
* **Present any background information about the issue.**
* **Present your thesis (that is, identify why this issue is so serious and important and preview the plan for action).**
1. **Overview of the Problem**
* **Prove/Show the problem exists (with research).**
* **Explain/Show why it’s important (with research).**
* **To do this, you will have to use credibility, emotion, and logic.**
1. **Present the Plan for Change**
* **Show the steps involved**
* **Show the goals (what will this plan accomplish?)**
* **Show that it’s realistic (That is, it’s something that could really be done. You may need to consider funding and resources)**
* **Show why it will work. What needs to be done to make it work?**
* **How will this plan benefit the specific community? How will it benefit the person or organization you’re writing to? What are the advantages?**
* **Address any potential challenges**
1. **Conclude**
* **Summarize the issue and plan again**
* **Make your call for change – you may need to, again, explain why this will help the specific community.**