**Writing Project 3: Advocacy/Proposal**

**Why People Write Proposals and Other Genres of Advocacy**

When people want others to take concrete and specific action in order to bring about change, written proposals and other kinds of advocacy texts are a means of reaching audiences who might otherwise be inaccessible to them due to time, space, or other limitations.

**Audience and Purpose for this Assignment**

**For this assignment, you are being asked to develop a written proposal of a solution to a specific local problem you have identified in which you have an invested interest.** By *local*, I mean that it is connected to a specific community context in which you participate, such as ASU or your neighborhood or a community you’re a part of; by “interest,” I mean that you have some personal investment in the outcome--that is, this is an issue that affects you so you have something to gain or lose if your proposal is implemented or rejected. Choose the audience for your written proposal carefully—it must be a person or persons who actually have the power to make the change you propose.

**Getting Started**:

You might consider approaching your proposal in relation to the work you did in Writing Project 2. How does the global/cultural/communal issue you identified present itself locally within the community in which you participate? How might you propose a solution to this problem that could be implemented locally? It will be important to determine early on who your proposal should be addressed to, whether your proposed solution has already been considered and rejected, or has been accepted and is awaiting implementation. You will need to do research to determine what solutions have already been tried or considered.

**Drafting Your Proposal**

Written proposals are often surprisingly short given what is at stake for the writer, the audience, and others**. For this assignment you will be allotted 5-6 pages where you must establish a challenge to the problem that exists and show it can best be solved by the action you propose.**

**Evaluative Criteria**

* Proposal makes a convincing case that a problem exists.
* Proposal makes a convincing case that the proposed action will actually be effective in solving the problem.
* The proposed solution is realistic, given the limits of time and resources.
* Proposal addresses weaknesses of any alternative solutions and/or anticipates potential counterproposals

**Format and Conventions**

In many situations where written proposals are called for, there are explicit guidelines for length, organization, and even titles. For this assignment you are require to write within 5-6 page limit. In addition, you may want to examine several successful examples of the kind of proposal you are writing. Identify the shared features of format, organization, and other conventions and make sure you follow these.

**Rough Draft Due: 4/20**

**Final Draft Due: 4/27**