

Proposal Writing



Spelling

- Familiarise yourself with commonly misused words. *Example: Affect vs. Effect*
- Make sure you pronounce words properly.
- Note some friendly rules on spelling.
- If you're writing for an international audience, note that there are spelling variations in the different kinds of English.
- Use spelling resources.

Punctuation

- Period/full stop (.) – used to end a sentence.
- Question Mark (?) – used after a question.
- Exclamation Point (!) – used after statements with emotion.
- Comma (,) – used to separate items in a series.
- Colon (:) – used to mean “note what follows,”
- Apostrophe (‘) – used to show possessive case, or to indicate the omission of letters in a word.
- Semicolon (;) - used to link independent clauses not joined by a coordinating conjunction.



Request for Proposals

The RFP may be quite brief or could be very long. It typically explains:

- Who the company is, what it does;
- The problem/challenge faced;
- The scope of the project/deliverables, for example is it for 1 department or the whole organisation, are services required for only 6 months or for 5 years etc;
- Any specific needs, e.g. training, documentation, specific issues addressed;
- Any immovable constraints, e.g. delivery of certain services/functionality within a specified timeframe;
- What the evaluation criteria will be – typically it is %-based, e.g “20% for company viability, 25% for understanding of the requirements, 35% for solution fit, 20% cost effectiveness”;
- The key dates – when proposals must be received, when a shortlist (if applicable) will be announced, when a final award will be made, and if relevant, when the project/services should commence;
- Contact information – there may be several contacts.

The Proposal Writing Process

