



PROPOSAL WRITING *Basics*

Target reader:

Someone in superior position to you

Aims:

Present factual information/evaluate current situation/persuade to take a suggested course of action.

Style: formal/impersonal

Structure: 1) Introduction

2) Current situation

3) Suggestions

4) Conclusion or final recommendations.

Word Count: 220-260 words

You are a student at an international college. The course you are following does not currently have a work experience element to it. Write a proposal for your college principal in which you describe the course you are on, and explain why you think a period of work experience would be beneficial. You should also suggest how work experience could best be included on the course.

Write your **proposal**.

The international college where you study has some funds available for students to take short educational trips. You decide to write a proposal to the college principal proposing a short trip for you and your classmates in connection with your studies. You should describe the trip, explaining how it would benefit you and your classmates. Your proposal should also explain how you could share your experiences with other students in the college.

Write your **proposal**.

You are the student representative of your international college in London. You would like to invite a group of students from your country to visit the college, and decide to write a proposal to the college principal. In your proposal you should suggest how long the students' visit should last and briefly describe what activities should be included. You should also explain the potential benefits of the visit to the college and its students.

Write your **proposal**.

- 2 There has been a decrease in the number of people shopping in the town centre and now the town council has asked for proposals on how to improve this situation. In your proposal, you should briefly state what you think are the reasons for this decrease, explain what impact this has had on the town centre and suggest what can be done to encourage more people to shop there.

Write your **proposal**.

Quick Steps to Writing a Part 2 proposal

- Make notes on the topic and on the arguments you will use.
- Organise your text clearly into paragraphs, using headings if you wish
- Use a neutral or fairly formal style if the proposal is for an organisation, tutor or boss.
- State the purpose of your proposal in the first paragraph.
- Aim to persuade the reader to accept your suggestions.

Students at your school have been complaining that they are not being given sufficient help with preparing for and choosing the right career. The headteacher has invited you, as a head boy/girl, to send him a proposal describing what, specifically, students are unhappy about and suggesting how the situation could be improved.

Write your proposal in 220-260 words

Introduction

The purpose of this proposal is to evaluate reasons why students are currently not satisfied with the careers advice they are receiving. I also aim to offer some suggestions as to how the situation could be remedied.

Personalised career advice

Presently, students are dissatisfied with the few meetings they have with the school careers counsellor. For this reason, I would strongly recommend that each student be given a mentor to meet with to pinpoint which jobs would be most suitable for them. Working out a plan, contacting or even shadowing people who already do the job the student is interested in would also help.

Work experience

Students currently feel that it is difficult to find their own work experience placements, which can result in unsuitable placements. It is my feeling that if they were matched to a placement in the field that interests them then the relevant work experience on their CV would improve their future employment prospects. Performing well on a work placement can even lead to a permanent job offer.

Career Fair

Presently, some students have expressed their frustration about not getting exposure to a range of career options. I believe, the answer to this could be organising a yearly careers fair where, for instance, professionals could hold question and answer sessions. Needless to say, students would be able to gather information on a range of careers in this way.

Conclusion

To summarise, it is my firm belief that students should be given more tailored advice and career related opportunities. This would allow them to feel much more confident about their next step after leaving school.

You are on the social committee of your college. You have been asked to write a proposal for your college principal on the kind of social and sporting activities the college should provide for new students. You should assess the current situation, describe the needs of new students and suggest activities the college should provide.

Write your proposal. Write your answer in 220–260 words in an appropriate style

Introduction

Starting at a new college can be daunting for new students. The purpose of this proposal is to evaluate the social and sporting activities already on offer, describe the needs of new students and suggest further activities the college should provide.

Current social and sporting activities

There are football and tennis clubs in college, where new students can make friends. However, if they are not particularly interested or talented, these may not be of interest to them. On the social side there are meeting places like the café, but they are not particularly welcoming. Finally, there are two music clubs which are generally popular, but they only meet weekly and the type of music is limited to jazz and pop. The worst thing is that accessing information about social activities can be difficult.

Needs of new students

New students must establish social contacts otherwise they can be lonely. Apart from finding out about activities on offer, they may be unaware of existing facilities.

Recommendations

- The range of social opportunities should be extended to include a dance club and a debating club. The latter would be particularly effective as it would also develop life skills.
- Music clubs should meet more frequently and include types of music like classical and choral. Singing has been proved to be effective in bringing people together.
- I would recommend displaying information in the Student Union and on the college intranet.
- The café should be refurbished to improve the atmosphere.

Conclusion

The recommendations above would be simple to implement and would not only improve the lives of new students, but current ones too,

Future and hypothetical constructions



Proposals always refer to events that should, might or will happen. For these sentences we use future and hypothetical constructions:

- future simple tense e.g. *We will install a new computer system.*
- future continuous tense e.g. *Management will be following events closely*
- future perfect tense e.g. *The company will have hired new staff by then.*
- modals e.g. *This should/could/might result in fewer staff complaints.*

Certain verbs such as *propose, intend, expect, hope, predict, forecast, look forward to, anticipate* are also commonly used to suggest the future.

Adjectives are used to make collocations with a future meaning. e.g. the *proposed improvements, the potential risks, the future plans, any foreseeable problems, in the coming days/weeks*

Making suggestions & persuading



- I (would)(strongly) suggest/recommend that.....
- If staff did this/were to experience this, they
- I believe that it would be beneficial /helpful/worthwhile to
- Another /A further suggestion/ possibility would be to
- it is my strong belief that would
- I feel confident that if we/you were to, then
- Should you agree with this proposal/these recommendations I feel sure/certain/optimistic that

Checklist

When you finish writing your proposal, check for the following

- word length
- inclusion of all the points from the rubric
- appropriate formal style
- correct grammar, spelling and punctuation
- a suitable beginning and ending
- clearly laid-out sections with appropriate subheadings
- use of linkers
- future and hypothetical constructions

