

Program Name	Proposal Writing
Level	N/A
Pre-Requisite(s)	N/A
Recommended WEI Programs To Have Completed Prior to Starting this Program	N/A
Total Hours	40
Description	Proposal Writing is the ideal Workplace Education program if you write proposals and/or respond to RFPs as a part of your role. By learning about the standard components of proposals, how to format a proposal, how to create graphs and budgets, and evaluate the effectiveness of your writing, you'll be positioned to craft proposals that get results. You'll also learn about ethical persuasion, reader-centred writing, the role of effective evidence, and how to overcome any barriers you may have with your writing.

Learning Outcomes:

- Identify the different kinds of proposals
- Listing sources of Requests for Proposals (RFPs)
- Explain the structure of an effective proposal
- Assemble persuasive evidence
- Identify strategies for overcoming barriers to writing
- Write using the persuasive power of plain language
- List the universal principles of ethical persuasion
- Demonstrate ethical persuasion in writing
- Create graphs for proposals
- Edit writing for clarity, conciseness and correctness
- Creating a budget for a proposal
- Compare and contrast the RFP evaluation criteria
- Format a proposal

Standard Topics:

- Types of proposals
- Sources of RFPs
- Standard components of proposals
- Common sector-specific components of proposals
- Formatting a proposal
- Six aspects of effective evidence and their role in proposal writing
- Plain language (including literacy issues)
- Knowing your audience
- Principles of persuasion in writing
- Reader-centred vs. writer-centred writing
- Overcoming barriers to writing
- Self-editing
- Creating and presenting through the proposal budget
- RFP evaluation criteria
- Graphics for proposals