

# Project Proposal

A project proposal is a document often used by community organisations to propose an intervention to a problem. Often for assignments, this will be a hypothetical or theoretical intervention related to your area of study. Project proposals summarise a problem or area of need, often based on a literature review, and then come up with interventions, programs or policy based on best practice from the literature. An important part of project proposals is showing what your aims are, how you plan to achieve them and then how you are going to evaluate the effectiveness of your project.

## Structure

Like a report, project proposals use headings and subheadings which give structure to your writing by telling the reader what to expect. Always check your unit materials and marking criteria for required or suggested heading. Headings might include:

- Title
- Abstract
- Introduction and overview (including the need/problem identified)
- Project Details
  - Aims/Goals
  - Outcomes (Measurable)
  - Timeline
  - Budget
  - Staffing and Personnel
- Stakeholders / Partners
- Evaluation
- Conclusion
- References
- Appendices



## Content

The content of a project proposal builds a narrative to convince the reader there is a problem and that this project can help address it. Each section of the proposal has a specific function.

The introduction and overview explain the “why” of the project – why is this project necessary? This section may include background information, an explanation of the relevance or importance of the problem, and a discussion of previous related work by others (i.e. a literature review with credible sources).

The aims/goals section is the “what” of the project – what do you want to achieve? This section should state clear and specific objectives, the scope of the project, and the beneficiaries of the project.

The budget, timeline and staffing sections are the “how” of the project – how will this project be implemented? These sections should include a detailed timeline of activities/tasks, an estimate and breakdown of the funds/resources needed (stationary, catering, room hire, personnel (where relevant), and an overview of the project team and their roles.

