# Assignment 4: Formal Unsolicited Proposal

Your final assignment requires you to select a topic for which you will identify a problem, opportunity, or need and propose a solution. You can investigate a topic in your discourse community, major, or field of study. but you are also free to research a university or hometown problem, or other topic. You are to treat this proposal as **unsolicited** (*PSTC* pp. 276-278). For a fuller discussion of proposals, see *PSTC* pp. 274-297.

**Organization for a Proposal:**

### Front Matter

Your title page should include all pertinent information (indicated purpose, suggested audience, and date). You should also include an Executive Summary or brief summary page at the front of the proposal. This summary should cover the proposal’s major elements, identify and define the problem, and then describe the proposed program and briefly provide your qualifications and experience (see *PSTC* pp. 282-283).

### Body

This portion should contain an informative Introduction and a detailed Proposed Program section. The Introduction will provide a discussion of the problem and its background, the purpose, scope and organization of your proposal, and your sources of information. The Proposed Program section should provide the details and explanation of your plan. This should be persuasive, with researched evidence to support your claim that there is a problem, to support your proposed solution, and to provide details of the processes, materials, etc. required. This portion may contain necessary graphics for your audience (*PSTC* pp. 283-286).

### Back Matter

This portion should include pertinent information such as the budget, schedule, qualifications/experience, references, appendices, and any works referenced. This will vary depending on the topic and nature of your proposal. A schedule could be organized into the same tasks described in the Proposed Program; a budget will list the requested funds, and how they will be spent; the qualifications will highlight the writer’s ability and experience. You may use graphics in this portion.

### Criteria

You may use the structure presented in *PSTC*, Ch. 11: “The Structure of the Proposal” (pp. 282-289); if you find a different format that you wish to use, see your instructor for approval. Follow all submission requirements set forth in the “Policies and Procedures” handout. You will be held accountable for proper focus, development, organization, and clarity.

### Minimum page length

4-5 pages

## Due Dates

\_\_\_\_\_\_ First Draft \_\_\_\_\_\_ Annotated Bibliography \_\_ \_\_\_ Conference

\_\_\_ \_\_ Peer Review \_\_ \_\_\_\_ Presentation \_\_\_\_ \_ Final Draft

## Revision Notes

When you are ready to submit your final draft in Week 16, you must include a cover page at the beginning of this document, before your final draft begins which summarizes and **explain** the revisions you made to your original draft.

## Final Submission Checklist

* I have written an unsolicited proposal.
* I have included a detailed context with all the pertinent information in the front matter of my unsolicited proposal.
* I have organized all the elements in the body of proposal so that they make sense to the reader.
* I have included relevant information in the back matter that will help my readers gain a more in-depth understanding of the ideas in my proposal.
* I have included in-text citations and a Works Cited/Reference page.
* I have formatted my paper [as my instructor has described.]
* I have saved the document as a .pdf or .docx file for submission.