

# Proposal Writing Requires Planning & Work

If you are making a written proposal to your green committee chairman or to some other group at your course, here are some suggestions you may want to consider before you begin to type.

Perhaps the most important consideration is that of knowing to whom you are writing. Having his name and address correct is not the subject here, you should anticipate and answer his questions in your proposal, thus you must know what he is likely to be interested in, you must know the individual. For example, most people will ask, What is this about? Should it concern me? Can the writer prove his statements? What will it do for me or the course? What should I do?

If your proposal covers these points in a friendly factual manner, you will be halfway there, providing of course there is a real need or you can create the desire. Very few people, whether buying for themselves or for their course will agree to ill presented ideas of questionable worth. They must be convinced that what you are suggesting is the only way to go, and that it is beneficial because of savings in time and/or money, or it will provide worthwhile improvements.

Another item to consider in writing proposals is your reader's point of view and ability to understand what it is you are saying. Although you may be fully convinced that what you are recommending should be, or even must be, done, it will more readily be accomplished if your explanation is phrased in language that is familiar to the reader. While compaction problems may not be fully understood, the long-term improvements to the putting surface and how it will affect the game will be appreciated. What about the advantages of multi-gang fairway units? Although these units may be expensive initially, at which point will this cost be offset by reduced labor costs,

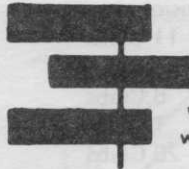
particularly when you consider the ever increasing expense of labor?

Whenever writing a proposal keep two points in mind, clarity and brevity. Because you are asking someone to take some of their valuable time to read and consider your proposal, these two considerations must be made. However, if they seem to conflict with each other, take the side of clarity. Briefness that confuses is totally wasteful of both you and your reader's time. Clearness of thought and intentions should help to demonstrate the care with which you have considered the subject, and help convince the reader that you are correct.

Finally, does your proposal include a conclusion that answers the natural question, "So what?" Does it encourage the reader to want to learn more, or to take action and say, "Let's do it!"?

When you put all of this together, it comes down to knowing your "audience," using familiar language, bring brief but clear, and giving the reader a desire to act favorably.

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