



PROPOSAL KIT SAMPLE

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Executive Summary

<< An executive summary should present the highlights of your proposal in concise language and should present information in the same order as it appears in your proposal. Some reviewers may not read beyond the executive summary, so ensure that the information you provide is easily understood, sounds attractive to the reviewer, and accurately represents your ideas. Save technical language and detailed information for other pages within your proposal. >>

The Objective...

<< Include a purpose statement that covers the problem and the central idea. This shows the reviewer that you have thoughtfully considered the specific issues. Restate the needs as determined by reading the RFP or reviewing your previous interview notes. For example, you might write something like “In order to provide staff better access to information and improve knowledge share, the Records Management Program must be able to provide the compliance, effectiveness, efficiency and continuity of all of <<Company>>’s records. ” >>

- ◆ **Need #1:** << Insert need # 1 statement here (e.g., “Identify and categorize the vital documents and records generated within the organization”) >>
- ◆ **Need #2:** << Insert need # 2 statement here (e.g., “Identify and categorize the vital documents and records generated within the organization”) >>
- ◆ **Need #3:** << Insert need # 3 statement here (e.g., “Identify and categorize the vital documents and records generated within the organization”) >>

The Opportunity...

<< Include the major points of analysis and identify the opportunity. Restate the goals you identified previously (via RFP, interview, etc.). For example, you might write something like “The Records Management

The rest of the content has been removed from this sample. The entire 14 pages of the document are included in:



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