



PRESENT A PROPOSAL

LEVEL 3 PROJECT



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TOASTMASTERS INTERNATIONAL

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INTRODUCTION



A proposal is created to fulfill the requirements of a specific situation or need. It contains recommended solutions or improvements to address the need. When presenting a proposal, you build a case for your solution or improvement to be adopted by your audience.

In this project, you will learn how to select key information to present in a proposal. You will build your case with supporting evidence and prepare realistic solutions to be presented. You will also illustrate how the presented solutions offer benefits that outweigh any detriments.

YOUR ASSIGNMENT

Purpose: The purpose of this project is to practice developing and presenting a proposal.

Overview: Develop a proposal to improve any area of your life. It may involve your personal or professional life, or your Toastmasters club. If your proposal involves your club, speak with the appropriate officer. For example, if you have a proposal to increase club membership, discuss it with the vice president membership. In a 5- to 7-minute speech at a club meeting, present your entire proposal or aspects of it.

For all assignment details and requirements, review the Project Checklist on page 11.



Throughout this project you will see icons in the margins next to the text. These icons indicate additional resources available online.



Video: Sign in to Base Camp to watch a video that supports this project.



Interactive Activity: Sign in to Base Camp to complete an interactive activity.



Resource: Sign in to Base Camp to view this resource online.

ASSESS YOUR SKILLS

Evaluate your current skill level by rating each statement.



Select the appropriate number based on your skills today:

5
EXEMPLARY

4
EXCEL

3
ACCOMPLISHED

2
EMERGING

1
DEVELOPING

Pre-Project					Statement	Post-Project				
5	4	3	2	1	I can organize a proposal that is easy-to-follow.	5	4	3	2	1
5	4	3	2	1	I am able to offer a convincing argument for adopting a proposal.	5	4	3	2	1
5	4	3	2	1	I am confident speaking to the strengths and weaknesses of a proposal.	5	4	3	2	1
5	4	3	2	1	I am able to summarize and champion the benefits of a proposal.	5	4	3	2	1
5	4	3	2	1	I can identify the important points to cover in a proposal.	5	4	3	2	1
5	4	3	2	1	I recognize how this project applies to my life outside of Toastmasters.	5	4	3	2	1

COMPETENCIES

The following is a list of competencies that you will learn and practice in this project.

- Select key information to present in a proposal.
- Organize information in an easy-to-follow format for an audience.
- Build your case by developing a proposal with supporting evidence.
- Prepare realistic solutions to be presented as part of your case.
- Illustrate the benefits offered by the presented solution.

IDENTIFY A NEED

A proposal can be written to offer a solution for many different needs or concerns. Needs can fall into several different categories but often include the desire to improve or enhance an existing situation or to demonstrate how a product or service can benefit an organization.

In identifying the need, learn about the organization. Understand how the organization and its members manage change, assimilate new policy or information, and the value they place on innovation. Having a clear idea of this data will help you write a proposal that not only addresses the need you have identified, but the organization as a whole.

SELECT THE TYPE OF PROPOSAL

To decide on the best type of proposal to compose, consider the environment of the organization and the breadth of the problem.

A more formal proposal is appropriate when the organization or its members' expectations are highly professional. It is also most appropriate to offer a formal proposal when the problem or your envisioned solution has far reaching consequences.

Informal proposals may be written to offer a solution to a familial or local community issue.

Your Toastmasters club may want to grow its membership. Depending on the culture of your club, you can propose a method to increase membership in a proposal that is formal and structured or simple and informal.

Regardless of the type of proposal, have a clear understanding of the need and prepare thorough support for your suggested course of action.

RESEARCH YOUR SOLUTION

Determine how your proposed solution will improve the current situation. As you prepare, list all of the benefits associated with your solution. If you are writing a proposal to demonstrate how an organization can benefit from a product or service, share how the product is used by other, similar organizations.

When your proposal is for the adoption of a new innovation, focus on all of the benefits the organization and its members will gain.

Take the time to research any drawbacks associated with your proposal. Though you do not need to include these in your written document or speech, analyzing every possible outcome will help you prepare for questions during the presentation of your proposal or challenges that might occur after your proposal is adopted.

Collect research to support your suggested solution, product, or service. The research can come in the form of statistics and facts from reputable sources. This adds legitimacy to your proposal.

For increasing your Toastmasters club membership, you could talk to your club's vice president membership about reaching out to area and district leaders for suggestions. You might also take the time to visit other clubs that have successfully increased their membership to learn from their success. Visit the Toastmasters website for articles and resources related to open houses and building club membership.

Look for examples of prior instances in which a similar issue occurred and was resolved. If your proposal is in support of adopting a product or purchasing a service, collect testimonials from people who have benefitted.



ORGANIZING AND WRITING A PROPOSAL

Your proposal must be clear, concise, and well-organized. The following list describes the sections of a standard proposal.

1 Executive Summary

Concisely define the change you would like to implement. Include the problem or need you have identified as well as your proposed solution.

2 Introduction/Overview

State the main points of your proposal. Include the need you have identified and a brief description of your solution.

3 Statement Of Need

The statement of need will enable your audience to learn more about the issue. Outline facts and evidence that support the need for a solution. Focus on those that your proposal addresses.

4 Description

Outline the steps of your solution. Show how each action or process can be implemented and evaluated. Describe each task in detail, including all resulting benefits. Work in chronological order or from largest to smallest tasks.

5 Needs Analysis

Outline any costs, equipment, resources, or materials required to implement the proposal. Address how these costs may be covered

6 Vision For The Future

Describe possible outcomes. Provide a clear vision for the future of the organization or individuals after your solution has been successfully implemented.

7 Summary

Succinctly reiterate your statement of need.

As you prepare, identify and describe all of the assumptions you made in creating the proposal. Assumptions can relate to budget, location, personnel, or any other factor that may change over time.

PROPOSAL

Counter Arguments

Each assumption can be a point of argument or resistance for anyone who has reservations about your proposal. Prepare counter arguments to diffuse each argument and include them in your notes in case they come up as you are presenting. A counter argument is a description of how any resistance can be overcome.

Credibility

Analyze your proposal for any weaknesses and develop possible responses. Being aware of and preparing for potential issues can add to your credibility when you present.

Investments

Most solutions will include an investment of some type, such as finances or time needed for completion. Be clear about any investments the organization or individuals must make if your proposal is adopted.

To gain agreement or approval from a group, present the advantages of investing in your proposed solution. Keep the benefits practical by describing realistic outcomes. If your proposal includes personal opinion, identify it as such.



Draft a proposal using the Write a Proposal resource on page 15. Completing this resource will help you to define the parameters of your proposal.

SUPPORTING YOUR PROPOSAL

Appeal to your audience by understanding their needs and wants. Recognize that each audience member's opinion or position may be different from yours. Finding common ground and building connections increases your odds of persuading audience members to adopt your proposal.

You may choose to employ visual aids to clarify and highlight the main points and any complex parts of your presentation (such as statistics and charts). Be sure to cite the sources of this information. If appropriate, provide handouts to the audience.

PRESENTING YOUR PROPOSAL



All of your public speaking knowledge applies to presenting a proposal. The credibility of your message is at least partially determined by your presentation. Put your speech writing skills to work and create a speech that is a powerful presentation of your proposal.

Take the time to prepare and practice your presentation to ensure the best opportunity for success. This includes being mindful of your timeframe. Be sure your speech fits into the five to seven minutes allotted for your presentation.

Consider your presentation style when practicing. If you are comfortable using your proposal as an outline for your speech, do so. If you need to organize it in a different way, that is also appropriate. Include all the sections of your proposal in your presentation if time allows.

REVIEW AND APPLY

Before you complete the assignment, take a moment to read through the questions you see here. If you are not able to answer them comfortably, review the project.

- How can you organize a proposal that is easy-to-follow?
- What steps can you take to build a proposal that is supported by research?
- How can you define the benefits of a proposal?
- What can you learn from your audience to help you champion your proposal?

COMPLETE YOUR ASSIGNMENT



Now that you have read through the project, plan and prepare your speech or report.

Review: Return to page 3 to review your assignment.



Organize: Use the Project Checklist on page 11 to review the steps and add your own. This will help you organize and prepare your assignment.

Schedule: Work with the vice president education to schedule your speech.



Prepare: Prepare for your evaluation. Review the evaluation resources on pages 12–14 and share all resources with your evaluator before your speech. You may choose to share your evaluation resources online.

PROJECT CHECKLIST

Present a Proposal

Purpose: The purpose of this project is to practice developing and presenting a proposal.

Overview: Develop a proposal to improve any area of your life. It may involve your personal or professional life, or your Toastmasters club. If your proposal involves your club, speak with the appropriate officer. For example, if you have a proposal to increase club membership, discuss it with the vice president membership. In a 5- to 7-minute speech at a club meeting, present your entire proposal or aspects of it.

This project includes:

- Developing a proposal
- The Write a Proposal Resource
- A 5- to 7-minute speech

Create a proposal.

Schedule your speech with the vice president education.

Write a speech based on your proposal.

Rehearse your speech.

After you have completed all components of the assignment, including your speech, return to page 4 to rate your skills in the post-project section.

EVALUATION FORM

Present a Proposal

Member Name _____ Date _____

Evaluator _____ Speech Length: 5 – 7 minutes

Speech Title _____

Purpose Statement

The purpose of this project is for the member to practice developing and presenting a proposal.

Notes for the Evaluator

The member completing this project has spent time developing a proposal for some area of his or her life.

About this speech:

- The member will deliver a well-organized speech about his or her proposal.
- The proposal may affect any area of the member’s personal or professional life, or the Toastmasters club.
- The member may present the entire proposal or aspects of it.
- The speech may be humorous, informational, or any style the member chooses. The style of the speech should fit the content.
- The speech is not a report on the content of the “Present a Proposal” project.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:

For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING
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<p>Clarity: Spoken language is clear and is easily understood</p> <p>5 4 3 2 1</p>	Comment:
<p>Vocal Variety: Uses tone, speed, and volume as tools</p> <p>5 4 3 2 1</p>	Comment:
<p>Eye Contact: Effectively uses eye contact to engage audience</p> <p>5 4 3 2 1</p>	Comment:
<p>Gestures: Uses physical gestures effectively</p> <p>5 4 3 2 1</p>	Comment:
<p>Audience Awareness: Demonstrates awareness of audience engagement and needs</p> <p>5 4 3 2 1</p>	Comment:
<p>Comfort Level: Appears comfortable with the audience</p> <p>5 4 3 2 1</p>	Comment:
<p>Interest: Engages audience with interesting, well-constructed content</p> <p>5 4 3 2 1</p>	Comment:
<p>Topic: Presents his or her proposal well</p> <p>5 4 3 2 1</p>	Comment:

EVALUATION CRITERIA

Present a Proposal

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

- 5 – Is an exemplary public speaker who is always understood
 - 4 – Excels at communicating using the spoken word
 - 3 – Spoken language is clear and is easily understood
 - 2 – Spoken language is somewhat unclear or challenging to understand
 - 1 – Spoken language is unclear or not easily understood
- 4 – Is fully aware of audience engagement/needs and responds effectively
 - 3 – Demonstrates awareness of audience engagement and needs
 - 2 – Audience engagement or awareness of audience requires further practice
 - 1 – Makes little or no attempt to engage audience or meet audience needs

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

Audience Awareness

- 5 – Engages audience completely and anticipates audience needs

Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

Topic

- 5 – Delivers an exemplary speech about his or her proposal
- 4 – Delivers a compelling speech about his or her proposal
- 3 – Presents his or her proposal well
- 2 – Mentions some information about his or her proposal, but does not fully address
- 1 – Speaks on a topic other than his or her proposal

WRITE A PROPOSAL

Use this form to plan your proposal.

Executive Summary

Use concise language to identify the issue you would like to address. Define your proposed solution.

Introducing/Overview

State the main points of your proposal.

Statement of Need

Outline the necessity and benefits of your proposal.

Description

Clearly outline the steps of your proposal, describing each task in detail.

Needs Analysis

If appropriate, outline any costs, equipment, resources, or materials required to implement the proposal. Explain how these costs may be covered.

Vision for the Future

Describe possible outcomes and past successes.

Summary of Main Points

Succinctly reiterate your statement of need.



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