

General Purpose Statement Outline for Proposals

1. Introduction

- State the purpose of the proposal.
- Briefly describe the issue or need being addressed.
- Present the main goal or objective.

2. Background

- Provide context or relevant background information.
- Summarize key points leading to the need for action or solution.

3. Statement of the Problem/Opportunity

- Clearly define the problem or opportunity.
- Explain why it is important to address now.

4. Proposed Solution/Approach

- Outline the proposed solution or method.
- Summarize how the goals will be achieved.

5. Expected Outcomes

- Describe the anticipated results or impact.
- Identify potential benefits to stakeholders.

6. Conclusion

- Restate the importance and urgency of the proposal.
- Briefly emphasize anticipated success and invite support.