



Proposal Guidelines

Formatting:

- Font: Arial or Helvetica, size 11
- Spacing: Single spaced
- Margins: minimum ½ inch on each side
- Length: **One** page maximum for the main text (*including title, see below*).
- Bibliography: references and citations can be included following the main proposal text and do not count towards the one page maximum.
- Figures: tables, graphs, photos, and schematics that are essential to the proposal can be included following the main proposal text and do not count towards the one page maximum. All graphical elements should be large enough to be readable and should have clear, informative captions.
- Bibliography and Figures combined should be **no more than two pages**.
- File format: Proposal must be saved in **PDF** format

Title:

- Title should be descriptive and specific as related to your project, avoiding unnecessary jargon.
- Do **not** title your project: “John Smith’s PURA” or “Mary’s Summer PURA” or similar.

Main Text

Limited to one page maximum (including the title), the main text of the proposal has two complementary sections: the brief summary and the main proposal description.

Brief Summary:

- **50 words maximum**
- Think of this as an “Elevator Pitch” for your proposal. What is the importance of this proposal? What makes you most excited about this proposal? What is the goal of this proposal?
- Briefly and clearly explain your project in terms suitable for a non-expert to understand.

Main Proposal Description:

- **500 words maximum**
- Include relevant background information to help a non-expert understand why the proposal is of interest or importance.
- Describe your processes and activities, including mentioning key methods, equipment or sources.
- Consider carefully the word length and the level of complexity of your writing – balance the need to communicate your methods with the tendency for jargon and detail to lose a reader.

Data, Schematics, Photos, or Other Essential Graphical Elements

- As noted above in the formatting section, feel free to include essential graphical elements (tables, graphs, photos, or schematics) on a maximum of two additional pages.
- Only include *relevant* graphical elements, focusing on your particular work (not a generic schematic copied from the web, for example).
- All graphical elements should be large enough to be readable and should have clear, informative captions.

Bibliography

- A bibliography (list of references/citations) should be included at the end.