

# Institute for Analytical Philately, Inc.



## *Guidelines for Proposal Preparation*

Good proposals result from clearly thought-out plans for your project. The organization of a proposal should always be the same because you are always trying to convince a “buyer” that you are “selling” a great product.

An example of a winning proposal is presented in Appendix A to this document. As you will see, the general proposal sections that have had success in winning IAP funding are:

### **1. EXECUTIVE SUMMARY**

In this section you describe the project that you plan to do, why it is important, and how it will benefit philately. This is where you get to shine. Write this section for a manager who has no idea of what the technical details are, but who can immediately grasp the potential and importance of your idea.

### **2. TECHNICAL APPROACH**

This is the technical meat of your proposal. In this section, you describe the tasks that you will perform and the manner in which you plan to perform them successfully. Ideally you should also estimate the scope (for our purpose in elapsed calendar time) so that later you can develop a project schedule.

### **3. STATEMENT OF WORK**

This is a recap of the tasks you have defined in the Technical Approach. This list can be used to determine if your plan is succeeding. It is also incorporated in the **Research Grant Agreement** you enter into with IAP.

**Note: In many cases, as illustrated in the Appendix, the Technical Approach and Statement of Work can, in many cases, be combined.**

### **4. COST AND SCHEDULE**

Here you estimate the amount of funding that you will need to perform your effort. Please remember that all IAP Grants are **firm, fixed price agreements**. You are agreeing to perform the tasks set forth in the Statement of Work for a set fee. **There is no opportunity to receive additional funding.**

### **5. FINAL REPORT AND PUBLICATION**

In this section you present an outline of how you expect your final report will look. You also indicate which technical and philatelic journals that you will submit your article to beyond possible publication under IAP auspices.

### **6. RESUME OF PROPOSER**

In this section you provide a summary of both your professional and philatelic accomplishments. It is neither necessary nor desired that you provide long lists of technical papers that you may have authored during your career. It is sufficient to make statements such as “...resulting in dozens of journal articles.” IAP is more interested in your ideas and what you have accomplished philatelically. A professional scientific background simply adds additional credence to your proposal and helps convince the reviewer that there is a good probability that the project will satisfy its goals.