

English 403 – Professional and Technical Writing for ESL Students
Summer 2008, Washington State University
Section 03: MTWRF 3:00-4:15, Thompson 105

PROJECT #3: Pitch Proposal

NOTES and DUE DATES

- The overall value of Project #3 is 20%
- Deliverables for Project #3 are:
 - Project #3 (Draft), worth 30% of the overall Project #3 grade
 - Submit document via eLearning in the "Project 3 Draft" assignment area by **11:59pm on Friday, JULY 11th**.
 - Project #3 (Final), worth 70% of the overall Project #3 grade
 - Submit document via eLearning in the "Project 3 Final" assignment area by **11:59pm on Wednesday, JULY 16th**.

OVERVIEW

Throughout your job—and in fact your life—you will have to propose ideas and argue for them. You might want higher pay for your team, or to introduce a new product or process into your job, or you might want to negotiate the evening entertainment for your group of friends. Each of these events requires a "pitch" to be made to the involved parties.

The verb "to pitch" has many meanings. Two of these meanings are as follows:

- *to throw or to toss*—you are throwing or tossing your ideas out there for others to think about and decide upon
- *to attempt to sell or win approval*—you are attempting to win approval for your idea

A-ha! Your idea...

For this pitch proposal, your idea can be for *anything you want*—it can be formal, informal, big, small, related to your major or job (or not). It doesn't matter *what* you are proposing. It only matters that you can do the following:

- Identify and introduce what you are proposing
- Provide background on the problem you are trying to solve with your proposal
- Provide a list (bullet list is fine) of objectives
- Define the methods of doing the work involved in completing the project
- Describe the expected results
- Describe your qualifications for participating in the project
- Describe the necessary qualifications of the team members

*** YOU DO NOT HAVE TO *DO* THE PROJECT YOU ARE PROPOSING. YOU ONLY NEED TO PROPOSE IT. ***

Pretend that I am a billionaire and can fund whatever project you pitch. You have to prove to me the relevance of the project, that your plan is a good one, and you know exactly how to put together a team to do it.

The format of this pitch proposal is a **memo**. Target length is **two full pages, single-spaced**.