

English 403 – Professional and Technical Writing for ESL Students
Summer 2009, Washington State University
Section 03: MTWRF 3:00-4:15, CUE 412

PROJECT #5: Pitch Proposal

NOTES and DUE DATES

- The overall value of Project #5 is 5%.
- Deliverables for Project #5 are:
 - Giving a brief (approx. 2 minute) oral presentation of your pitch proposal **in class** on **Friday, July 17th**. This oral presentation is worth **50%** of the overall Project #5 grade.
 - Submit a written (and therefore longer and more complete) version of your pitch proposal via e-mail by **11:59pm on Friday, July 17th**. The written version is worth **50%** of the overall Project #5 grade.

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

For this pitch proposal, your goal is to **1)** present a specific problem related to your professional field or related to an issue that your (and your team's) expertise can address, **AND 2)** convince your classmates to join you in solving this problem.

But wait? How do we solve a problem in just two weeks? Well, you probably won't. Essentially, you're pitching a proposal to create a longer and more detailed proposal (Project #6).

For instance, let's say that for Project #6 you would like to research and present a proposal for extending library hours, or upgrading classrooms in a specific building, or recruiting bigger, stronger, faster football players. For Project #5 (the pitch proposal) you would **create a memo** that:

- Identifies and introduces the topic you feel deserves further study
- Provides a bullet list of the objectives to be accomplished in the next stage of the process
- Defines the methods of doing the work involved in completing the next stage of the process
- Describes your qualifications for leading the next stage of the project
- Describes the necessary qualifications of the team members you want to include in the next stage of the project
- Describes what you believe team members will gain from working together in the next stage of the project

After the proposals have been made in class, the class will vote for the top 6 projects and form the groups for Project #6.

***** REMEMBER, YOU DO NOT HAVE TO DO THE PROJECT YOU ARE PROPOSING.**
YOU ONLY NEED TO WRITE A PROPOSAL FOR IT. ***