

## UNIT 6 – WRITING PROPOSALS

The local council of your area has asked young citizens to write a proposal suggesting ways about how to help protect the environment. Write your proposal with possible suggestions and submit it to the administrator of the environmental department. (120-150 words)

Study the following proposal. \_\_\_\_\_

To: Simon Smith  
From: Jack Jones  
Subject: New leaflet  
Date: 18<sup>th</sup> June 20. . . .

### Purpose

The purpose of this proposal is to make recommendations regarding which aspects of the Eco-Friends environmental group and its work should be included in the proposed new leaflet to promote the group and attract new members.

### Local concerns

One suggestion would be to include information about local issues that we can help with. By pointing out local problems and how we can solve them, people will begin to realise the positive effect we can have in the local community.

### Group Activities

We should also include evidence of successful local campaigns we have organised. It would be a good idea to include some 'before and after' photographs of last year's clean-up campaign in Baxter Bay, for example. Doing this would prove that our work is important for the local community. Furthermore, we could include information about fundraising events we have organised and what we have been able to achieve with the money raised.

### Membership Information

We should have a simple form to fill in for people who wish to join our group. We could also offer a free T-shirt. By doing this I believe we would attract a lot of new members.

### Conclusion

All in all, I believe that if we include some of the suggestions above, we will be able to create a very attractive and informative leaflet. As a result, the public will have a clear idea of the work we do and hopefully will be interested in joining our group.

## INTRODUCTION

Para. 1. State the purpose and content of your proposal

## MAIN BODY

Summarise each point under suitable subheadings

Para.2. Suggestion 1, examples & expected result(s)

Para.3. Suggestion 2 examples & expected result (s)

Para. 4 Suggestion 3 examples & expected result(s)

## CONCLUSION

Para. 5 General recommendation/Closing remarks

## INTRODUCTION

The purpose/aim/intention of this proposal is to evaluate/outline/suggest/present/discuss the future plans/the intended course of action.... This proposal is submitted in support of our request for approval of.../for permission to....	This is a proposal complied in order to suggest/present/access/evaluate... As requested, I am submitting/writing this proposal in order to....
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## TO EXPRESS OPINION

I believe/think/feel that.... I strongly believe..... In my opinion/view,..... The way I see it,..... It seems/appears to me that...	To my mind,..... My opinion is that..... I feel ... I believe... I am convinced ....
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## TO MAKE SUGGESTIONS/RECOMMENDATIONS

I would suggest....(-ing) A useful suggestion would be to..... Another suggestion would be ..... Steps/measures should be taken in order to.... Another way is to..... is/would be to..... The problem of..... would be improved if/by..... I (would) (strongly) suggest/recommend that... I believe that it would be very beneficial/helpful/worthwhile to (students) to...	It would be a good idea to/if..... It would help if you/we..... I would venture to suggest (-ing)..... I would strongly suggest... One suggestion would be to... It would be a good idea... Another/A further suggestion/possibility would be to... It is my (strong) belief that... would....
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## TO PRESENT RESULTS

This would..... Then..... By doing this, you/we would.... If.....,the result would be..... The result would be..... In this way,.....	If we (did this).... By (doing this), we could/would... (Doing this) would .... In this way, we could.... As a result....
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## TO CONCLUDE

In short, ... On the whole, ... To conclude/To sum up/In summary/All in all/In conclusion, our intention is to... The advantage(s) of the approach proposed would be that...	I feel certain/believe that the course of action proposed above will achieve.../answer the needs of the .... I hope/trust that the plan/scheme outlined/presented in this proposal meets your approval.
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