

# Section 8.1 Activities

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## Activity 8.1.3 Brainstorm and Develop an Outline

You need to persuade the funding body that your:

- Need is real and urgent
- Proposal will help meet the funding body's goals
- Proposal is methodologically sound and has achievable objectives
- Team and organisation has the necessary skills and experience to successfully implement the proposal and deliver results
- Costs are appropriate.

Where possible, brainstorm with other members of your application writing team and complete the Persuasion Map developed by ReadWriteThink. This resource is also available online at [http://www.readwritethink.org/files/resources/interactives/persuasion\\_map/](http://www.readwritethink.org/files/resources/interactives/persuasion_map/).

Develop an outline and write what you want to say very briefly:

**My topic is...**

**My target audience is...**

**My secondary audience is...**

**My objective is...**

**My main message is...**

Activity 8.1.3 continued over page

### Activity 8.1.3 Brainstorm and Develop an Outline (cont.)

I will substantiate it by using these three points...

I will make my introduction interesting by starting off with...

I will lead from my introduction into...