

# Proposal Editing Checklist

## Start with a substantive edit—is the proposal:

- Easy to navigate?
- Organized in the same order as the RFP?
- Compliant with the RFP requirements?
- Written clearly?
- Using an appropriate tone?
- Using a consistent voice (or the brand voice)?
- Making sense?
- Resonating with the audience?
- Using graphics to support the message?
- Clearly explaining benefits?
- Meeting the goals of the project team?

## Move on to a line edit—evaluate:

- Consistency
- Clarity
- Concision
- Voice/tone
- Jargon
- Word usage
- Readability

## Proofread the document—look for:

- Grammar errors
- Spelling errors
- Punctuation errors
- Bad line breaks
- Widows and orphans
- Patterns/repetition
  - Do all bullets end with a period?
  - Are all acronyms spelled out on first use?
  - Do project descriptions on resumes start with the client name?
- Adherence to style guide

# Graphic Design Checklist

## Before you pdf or print your proposal, review for the following things:

- Multiple spaces** after periods
- Proper use of **em dash/en dash/hyphens**
  - No spaces around **em dashes (—)**. Use em-dashes to separate thoughts, categories, etc.
  - No spaces around **en dashes (-)**. Only use en dashes in numbers (replacing word “through,” such as 2011–2015)
  - No spaces around **hyphens (-)**. Only use hyphens in hyphenated words or line breaks
- No spaces around **slashes (/)**
- Single space before/after **pipes (|)**
- No periods after **one sentence bullets**
- Small caps for registrations** on org chart and short bios
- Alignment/spacing of text and graphics**
- Photo placement/cropping/size**
- Photo credits** as needed
- Consistent **headers/footers**
- Consistent use of **paragraph/character styles**
- Preflight checks**
  - Non-proportional scaling of placed objects
  - Images below 200 dpi
  - Overset text
  - Missing fonts/glyphs
  - Missing/modified links

