

Creating a Proposal for a Promotion or Salary Raise

ENC 3213 – Professional Writing



Contents of a Formal Proposal

1. **Cover page**
2. **Executive Summary/Written Objective**
 - objective of the proposal
3. **Current job title and duties**
4. **Accomplishments**
5. **Projects outside of normal job duties**
6. **Detailed description of what you want**
 - (i.e. target job you should be elevated to, is there a career ladder progression desired, lateral move, increase in salary, responsibilities or both....
 - Be very specific in what you want and what you are targeting.
7. **Stats/comparable figures on what others in the position are making**
 - this goes a long way especially when you think you are underpaid.
8. **Customer Impact Statements**
 - feedback from those you work with, colleagues, customers, managers on your work/performance
9. **Promotional Justification**
 - a concluding statement as to why you deserve to have your request honored
10. **Resume**
 - an appendix to the proposal. They most likely wont have your resume on them

Job Statistics & Comparable Figures

National Occupational Databases:

- **O Net Online**

- <https://www.onetonline.org/>



- **The United States Department of Labor: Bureau of Labor Statistics**

- <http://www.bls.gov/>



Job Statistics & Comparable Figures continued . . .

- BLS Example

- Database Administrators
- <http://www.bls.gov/oes/current/oes151141.htm>
- Other Information
- <http://www.bls.gov/oes/home.htm>

- O Net Example

- Registered Nurse
- <http://www.onetonline.org/link/summary/29-1141.00>



Give them everything they need to thoroughly consider your proposal.



How is this like academic writing?

Although a proposal for a promotion and/or salary increase may seem like a different beast when compared to academic writing (e.g. essays and research papers), they actually have a lot in common.

- Formatting is essential (for neatness, clarity, etc.)
- Both forms must have:
 - **a beginning, middle and end**
 - Your thesis is “I deserve a promotion and/or increase in salary.” Now you have to prove it with your supporting details. The end is your conclusion, as in overall, this is why my request is justified.
 - **require support and examples**
 - all of your points need to support your request. It all needs to support.

Final Tips

- **Watch your tone.** You don't want your proposal to sound threatening, as in if I don't get what I want I will leave.
- **Check job/career databases and do salary comparisons.** Keep in mind that just because you think you're worth a certain amount, you may not actually be.
- **Be professional.** This means no slang, off color jokes or references . . . Anything that could be considered insulting and inappropriate.
- **If you're going to make reference to coworkers** or other people's positions as justification for your promotion or raise, **don't use names or single out people**.....as in I do a way better job than Beth Whatsherface. Instead you could say, Typically customer service reps do XY and Z. However, not only do I do XY and Z, I also do one, two and three.
- **Highlight your performance and achievements** (e.g. things said in your performance review)
- **Make reasonable inquiries on the status of your request.** You want to check, but don't bug them. Show its important ,you have to determine an appropriate time frame for follow up. Follow up in writing or informally.

Question & Points to Consider

- **How are you going to handle the emotional impact if your request is denied?**
 - You don't want this to affect your performance. You have to find a way to still do your job and it not affect your performance.
 - Hope for the best, prepare for the worst.
 - Make sure you can handle a no. If you cant, submitting a proposal for a promotion and/or raise may do more harm than good.
 - **EXCEPTION:** If you feel you are undervalued, this could be a test to see if you are valued and/or if there is opportunity for you to move up and be fairly compensated. If after submitting your proposal you receive a response that is not to your liking, it could be a sign that it's time to move on.
- **Consider your timing.**
 - It may not be the right time to ask for a promotion and/or increase in salary due to the economy, change in leadership, etc.
 - If you can't come up with a list of accomplishments, you may need another year of proving yourself/ your worth to company



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