



STRATEGY. STRUCTURE. INSIGHT.

Short, practical insights on proposal strategy, structure, and what's changing in government contracting.


Why Proposal Libraries Don't Work



1 Quick Take

Most proposal libraries fail because they are built as storage, not systems.

- Content is saved as full proposals instead of reusable components
- Teams search and rewrite instead of reuse
- Evaluators struggle to find clear strengths


 **What this means:**
Your team may already have the content. The issue is how it is structured and applied.

2 This Month's Tip

Start organizing proposal content by function, not by past proposal.

Examples:

- Management approach
- Staffing approach
- Quality control
- Transition approach
- Risk management

 **Simple test:**
Can someone find and use the content in under 5 minutes without rewriting most of it? If not, the library needs structure.

3 In the Market

Federal proposal evaluation continues to center on how well the offeror's response aligns to the solicitation's stated requirements.


FAR 15.305 requires agencies to document the relative strengths, deficiencies, significant weaknesses, and risks that support the evaluation.

That means proposal content needs to make strengths easy to find, easy to connect to the requirement, and easy for evaluators to justify in the record. GAO protest decisions also reinforce that evaluations must be tied to the solicitation criteria, not unstated preferences.

At the same time, proposal teams are facing more pressure to respond efficiently. Recent RFP benchmark reporting shows RFP volume and response expectations continuing to rise, with annual submissions up 9% year over year in one 2026 industry report.

What this means for your proposals:

- Easier to scan
- Easier to evaluate
- Easier to tie back to requirements
- Easier to support with proof

 Strong structure is not just a formatting choice. It helps evaluators see the connection between your approach, the requirement, and the benefit.

4 Tools & Resources



Proposal Library Webinar

We recently walked through how to structure proposal content so it can actually be reused without constant rewriting.



Proposal Toolkit

Use this toolkit to support stronger proposal structure, organization, and reuse across pursuits.

- Reusable tools
- Practical templates
- Structured guidance



5 Close

Most proposal teams are not rebuilding content because they want to.



They are rebuilding because the content was never structured to support reuse in the first place.



If your team is dealing with this right now, reply and we can take a look.



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