

MEMO

TO: Dr. Iluzada
FROM: Kely Putri, Anne Lam, Mike Wojcik, and Parker Yates
DATE: November 2, 2016
SUBJECT: A persuasive document for Pack of Hope

Our group has created a persuasive brochure for the organization Pack of Hope. The audience for this documents is potential donors to the organization. We interviewed Pack of Hope's treasurer, Terry Lecher, who mentioned that not many people know how to donate to Pack of Hope; therefore, the purpose of the brochure is to notify the Waco community of the many ways that they could donate to Pack of Hope and to inform them of what the organization really needs.

We will use emotional appeals to motivate potential donors to donate. To do this, we use the document to inform the audience about the children poverty rate in McLennan County, the action that Pack of Hope does to reduce this problem, and the limited resources Pack of Hope has. We will showcase Pack of Hope's credibility by explaining what they do to help. We will also use liking by forming common ground, saying things like "No one wants our children to go hungry." Using the word "our" shows locality and creates a sense of commonality in that we are all members of the same community.

We are aware that there will be some objections. Firstly, some people are cynical about charities and think that their donations may not be used directly for the cause. Consequently, we are going to address their objection by stating that the organization has no paid employees and that 97% of the donations are used to buy food. The other objection we anticipate is that some people may want to donate, but are not able to do so financially. To counter this objection, we will include the many ways that people can volunteer.

Pack of Hope needs monetary donations the most because the organization can get the food at a lower rate than everyone else. However, food donation is also welcomed. Therefore, the goal of our persuasive document is to provide potential donors with detailed information about Pack of Hope in order to encourage donations. To achieve the goal, we will use the AIDA method. Our attention grabber will be questions that stimulate the minds of potential donors about hunger and the situations that children in the Waco community face. We will also show the indirect benefits that potential donors will feel if they help, showing that what they do will help a child in need. Furthermore, we will anticipate and answer potential objections, as well as encourage a motivating action. In addition to using the AIDA method, we will use sentimental words (children, hunger, etc.) to evoke more feelings of generosity from the donors.