

17 Writing a persuasive recommendation: Afterschool program

You are an employee of a midsized company. You estimate that 40 percent of the employees have school-aged children. You want to persuade the company to create an afterschool program in the empty warehouse space adjacent to the office building. Obvious objections include the expenses for personnel, decorating and furnishing the space, toys, and additional liability insurance. Brainstorm other possible obstacles, determine audience benefits (for all stakeholders), and use effective persuasive techniques to sell your idea. Write a short recommendation to the company president.