

EXAMPLE OF A PERSUASIVE REQUEST NEEDING MORE PERSUASIVE DETAILS

This writer is asking a busy person to fly all the way from New Mexico to Kentucky with no speaker's fee. He needed to give the reader more information about the Commission and the conference to motivate her to come.

310 Berry Road
Bardstown, KY 40351
September 7, 1998

Ms. Doris Nicholas
Manager
Walden Associates
55 Quail Lane
Las Cruces, NM 87340

Dear Ms. Nicholas:

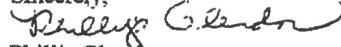
For the last five years the Bardstown Human Rights Commission has sponsored the Annual Human Relations Conference. This conference addresses such issues as discrimination in the workplace, the Americans with Disabilities Act, and the Family Leave Act. This year we are keeping the focus the same but we are adding another dimension to our program--this is where you come in.

Since your organization has recently won a major court case involving the newly implemented Family Leave Act, we would like to invite you to be the keynote speaker at this year's conference, which will be held on November 6, 1998.

We will pay your airline and hotel expenses but are unable to offer you any money for your time. We feel that your knowledge and experience with the Family Leave Act would benefit a great number of employers here in Kentucky. I would appreciate hearing from you by October 1 so that we will be able to make further plans.

If you have any questions or need additional information, please call me collect at xxx-xxx-xxxx or write me at the above address.

Sincerely,


Phillip Glendon

ASSIGNMENT

- 1) Choose a group you belong to at WKU or in your hometown or Bowling Green--a club, a civic group, a charity, a sports team, a church. Write a letter asking someone to donate time or money to this group. (For example, maybe you work with Big Brothers and Big Sisters, Adult Day Health Care, or Special Olympics. Ask someone to be a volunteer. Maybe you belong to a club at WKU. Ask someone to be a guest speaker. Maybe your department needs some new equipment and you could request a donation from a local corporation. Maybe you would like to ask someone to teach Sunday school or sing in the choir in your church.)
- 2) Pick a group you know well that benefits children or teenagers--a group you belonged to in high school or a group your child or younger brother or sister belongs to (band, FBLA, Scouts, a sports team, the drama club, etc.). Ask someone to give it time as a sponsor, booster or leader or to give it money.

In both situations above, show why the group is worthwhile, why what you are asking the reader to do is worthwhile and what's in it for the reader. Don't just invite someone to become a member of a group.