

## UD SwingDance

We are a group of fellow swing dance enthusiasts committed to teaching in this Newark area. Holding lessons on Tuesday and social dances every Saturday, we offer a place to socialize and dance after a long day or a fun alternative to your usual Saturdays. Open to both beginners and experts alike, come drop by and experience the blend of culture and self-expression.

In this mission statement, my main purpose was to invite people into joining the club. For my intended audience, I wanted to appeal to not just college students but the Newark area at large. This means that I want to have little mention of the fact that the club is a student run. I mostly used pathos within this mission statement by the fact that one of the main points for the club is self-expression and culture. I also did not want to alienate the beginners from trying it out nor to frame the club as only for beginners.