**Non-Profit/Business Materials Packet**

**Final Packet Due Date:** Friday, Oct. 30th, 2020 at 11:59 pm EST

**Percentage of Total Grade:** 10%

Now that you have your Business Plan well under way, you have a strong grasp of what you envision for your nonprofit/business. Now you’ll want to create a basic website for your organization: something informative, eye-catching, on-brand, and intriguing to a variety of audiences. But you can’t do everything alone – you’ll need to create a strong job listing and interview questions to find your ideal candidate. After you’ve interviewed an applicant and evaluated their application, you’ll need to decide whether to hire them. To justify your choice, you’ll write a memo describing the applicant and communicating your decision. Of course, you’ll need to have letters of response ready for the applicant as well, whether you chose to hire them or turn them down.

Below, you will see that most parts of the packet have required word counts. Meeting the minimum word count is necessary to receive full credit for the assignment.

You may find it useful to use this assignment sheet as a checklist:

**I. Website (100+ words)**

1. Home

2. About Us (100+ words)

3. Contact

4. Careers

5. Blog

\*Do NOT integrate social media into your website yet! We will work with social media later.\*

**II. Job Listing (250+ words)**

**III. Interview Questions (5 questions)**

**IV. Hiring Memo (200+ words)**

**V. Job Offer Letter (250+ words)**

**VI. Job Rejection Letter (100+ words)**

**Total: 900+ words**

Each portion of the packet will be graded on the following:

1. Organization – Does it include each required component outlined in this document and in class? Are these components arranged logically and intuitively, building towards a common purpose? Is the content relevant, on-topic, and easy to follow?

2. Engagement – Does it demonstrate a clear understanding of the content? Is information well supported by credible sources when necessary? Is the subject matter unique, timely, logical, and thoughtfully addressed?

3. Style – Does it meet stylistic standards? If it deviates from these standards, is this deviation justified? Does it “stick out from the crowd” in a meaningful way? Is it intuitively designed?

4. Rhetorical Accommodation – Does it properly address the intended audience? Is it considerate and legible? Does it use inclusive, respectful language? Is it compatible with a wide range of human experiences?