**Midterm Sales Letter**

Your midterm sales letter should directly address your chosen funding source. It must be addressed to a specific person (if you are applying to a foundation or grant, you should address the letter to the program director for that grant). The letter must be in proper business letter or memo format, with a return and recipient address at the beginning and a formal closing at the end**. Your paper will be a minimum of 4 pages, maximum of 6 pages, single-spaced, 12-point Times New Roman font, with 1-inch margins. You will name the file <YOUR LAST NAME>\_Midterm\_sales\_letter and it will be in .doc or .docx format.** Your works cited is not included in the page count. You must have at least 8 sources for this assignment, and all of them must appear in the text.

You should begin your letter by introducing yourself to the recipient, explaining why you are writing, and trying to make a connection. If you know the person, you should remind them of how you know them. If you do not know them, you should explain why you are writing to them (e.g. if you are writing to a granting agency you would explain how your project would fit in with their call for proposals or line up with their mission statement).

You will document the problem, making sure you cite information showing that the problem exists on a larger and smaller scale (e.g. ‘1 in 5 children nationwide go hungry every day, in NJ, 1 in 7 children are hungry’). You will discuss what research shows about the problem and what factors affect it (what makes it worse, what makes it better, what have other people tried to do to solve the problem, why do you think your approach to the problem will work – i.e. your paradigm). You will give an overview of the plan you intend to propose for your final paper, and close with an invitation to your final presentation.

You must cite your research in formal APA style. This is a persuasive letter, but you should not simply appeal to the reader’s emotions. You should present a reasoned argument, with support from published sources, that will lead your reader to conclude that the problem is real and must be acted upon and that your solution is appropriate to help solve the problem.

Rubric:

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| Question | +3 | +2 | +1 |
| Does the sales letter address a specific person? | The sales letter is addressed to one person | There is a general greeting | The sales letter is not addressed to anyone |
| Is there a return and recipient’s address heading the letter? | Both return and recipient’s address appear at the beginning of the letter | Only the return or the recipient’s address head the letter | There is no return or recipient address |
| Is the letter in proper format, with subsection headings for clarity? | The letter is in proper format for a business letter or memo, with subsection headings | Most format elements are in the letter | The letter is missing several elements. |
| Does the letter present a specific problem with sufficient evidence on a general and specific level? | The letter presents a specific problem with evidence for both general and specific levels | The letter presents a problem with evidence for a general level, but not a specific level | The letter presents a problem but no evidence. |
| Does the letter provide evidence of research done on the problem that suggests potential solutions for the problem (paradigm) | The letter provides evidence from published, primary sources that suggest solutions for the problem | The letter presents evidence from secondary sources, or inadequately cited material that suggests a solution to the problem | The letter presents little to no evidence suggesting a solution to the problem |
| Does the letter offer a well-reasoned plan with specific details to solve the problem? | The letter offers a well-reasoned plan with specific details to help solve the problem | The letter offers a plan with some specific details, but is not particularly well-reasoned | The letter offers a plan but with no specific details, or the letter does not offer a plan |
| Does the letter present a plan that follows logically from the research presented in the paradigm? | The letter offers a plan that follows logically from the research presented in the paradigm | The letter presents a plan and research that are related, but the plan does not necessarily follow the paradigm in a logical manner | The letter presents research and a plan that are generally unconnected |
| Does the letter present a budget that seems in line with both the plan and the patron? | The letter presents a budget in line with both the plan and the patron | The letter presents a budget that is in line with either plan or patron, but not both | The letter presents a budget out of line with both plan and patron or presents no budget at all |
| Is the research presented in the letter in proper APA format with at least 8 sources, in-text citations, all cited material in the references, and all references appearing in the text? | The letter is in proper APA citation format with at least 8 sources, in-text citations, cited material in the reference section and all references appearing in the text | The letter is missing up to two elements | The letter is missing more than two of these elements |
| Does the letter invite the recipient to the author’s presentation and include time, date, and place? | The letter invites the recipient to the author’s presentation and includes time, date, and place | The letter invites the recipient to the author’s presentation, but does not include time, date and place | The letter does not invite the recipient to the author’s presentation. |
| Are there an appropriate number of sources from primary and secondary sources (3 primary for every secondary)? | The letter contains the appropriate number of primary and secondary sources | The letter has one or two too many secondary sources | The sources are primarily secondary sources. |
| Is the letter free from grammatical and proofreading errors? | The letter is free from error | The letter has a few minor errors | There are many errors in the letter |
| Is the letter a 4-6 pages (excluding bibliography), single-spaced, 12-point Times New Roman font with 1-inch margins, proper file name and file format? | The letter is 4-6 pages in length, properly formatted, named correctly, and in the proper file format | The letter is mostly properly formatted | The letter has many formatting errors. |