

## Memo Assignment

This assignment focuses on developing an internal business memo. Write a memo announcing your company's Day of Service in lieu of the standard workday. This is the first year your company has performed a service day. The business you select for this assignment can be real or imaginary. However, the service must be in support of a "real" non-profit/charitable group - I suggest finding a group in your home community. You may want to do a little research on how various companies conduct a day of service.

**\*KEEP IN MIND:** You will use this same information when constructing your Press Release assignment.

### **Rhetorical Situation**

**Purpose:** To inform all members (mass communication) in your company of the service day. This memo has an instructive component in that it needs to provide where/when/how

**Audience:** All employees (all levels) of your company

**Genre:** Internal Memo

**Stance/Tone:** Establish based on your selected company persona

**Design:** Design your company letterhead (even if you are using a "real" company)

**Medium:** In this scenario, your memo would be sent as an email attachment (you are only creating the .pdf attachment, not the email itself)

### **Questions to Consider**

- Will attendance/participation be mandatory for all employees?
- What role/title will you give yourself?
  - Based on your company, does it make sense for you to work in HR? Marketing? Another division?
- How will you develop an effective closing?
- Since this is the first year your company has done this, what kind of questions might employees (your audience) have that your memo should address?

**Rubric:** This assignment is worth 75 points

- Follows memo format discussed in class
- Has an original letterhead design
- One page
- Contains an introductory paragraph (which *does not include* a heading of "Introduction")
- Contains two headings
- Contains one bulleted list
- Has an appropriate closing