Name: Trevor Lund

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Lab section # and Lab instructor’s name: Section 24, Abby E.

**“Volunteer with Habitat for Humanity”**

**Specific Purpose:** To persuade my audience to donate their time to Habitat for Humanity.

**Central Idea:** There is a lack of low-income housing in the U.S., and by donating your time to Habitat for Humanity you can help change that.

**Pattern of Organization:** Monroe’s Motivated Sequence

**Introduction/Attention:**

1. **Attention and Relate to Audience:** Have the audience think about their home, and think about not having a place to live.
2. **Reveal Topic:** There are families who go through that their whole life, but there are also organizations like Habitat that can help change that.
3. **Expert Credibility and Significance:** Through my research on this topic, I have found that Habitat for Humanity has helped people worldwide by both strengthening communities, and rebuilding after disasters.
4. **Relate to Audience:** Some of you may know someone who has received help from Habitat. There are builds in Ames that help strengthen the community outside of Iowa State.
5. **Personal Credibility:** I have worked with Habitat for Humanity since the beginning of my time at Iowa State University. My high school started the ReStore in Des Moines.
6. **Preview:** I will be talking about the needs and problems Habitat can solve, how you can help fulfill these needs, and what volunteering for Habitat does for you and the community.

**(Connective—Internal Preview:** First I will talk about the lack of low-income housing in the U.S.**)**

**Need:**

1. There is a lack of low-income housing in the United States.
   1. According to the U.S. Census Bureau, the average cost of a home in September was about $200,000.
      1. This is over $1,000 per monthly mortgage payment.
      2. To put this in perspective, a working class citizen might make $40,000 per year, or a little over $3,000 per month.
         1. This means a full third of their monthly income would have to go to the house.
         2. Not much left for other expenses.
   2. The U.S. Census Bureau defines a house as “affordable” if the payments on it don’t exceed 28% of their income.
      1. With this data in mind, there were 41% of families who could not afford to own a home in 2004.
      2. The example I just talked about would fall under the “not affordable” category

**(Connective—Transition:** Now that you understand the problem we have with housing, let me tell you how you can help)

**Satisfaction:**

1. Habitat for Humanity helps people find and afford low-income housing.
   1. By Habitat’s 2010 report, they helped 400,000 families worldwide with new houses, housing repairs, and disasters. If the average family size is four, that’s 1.6 million people.
   2. Iowa State University has a Habitat for Humanity club on campus.
      1. The next meeting is November 14th, a Monday, at 7:30PM in Pearson.
      2. They do Des Moines builds and Ames builds.
         1. I find the Des Moines builds fun, but if you don’t want to ride down there, there are Ames builds that you can attend in the city.
         2. Sign up for a build day at the next meeting. (They have one just about every non-home game weekend)
      3. I have a lot of fun volunteering and working with my hands; it makes me feel good to know I am helping a good cause.

**(Connective—Internal Preview:** I’ve given you a lot of numbers in this speech, but what are the actual people like that Habitat helps?)

**Visualization:**

1. Habitat helps people in ways enough money cannot
   1. Wheelchair-bound Tammy Cobb received a Habitat house in July 2011.
      1. She is 41 years old and still lived at home.
      2. The father of her daughter had left.
      3. Habitat for Humanity helped her after she applied.
      4. Now she’s completely independent in her wheelchair-accessible home.
   2. Glendo Hamilton is a new homeowner.
      1. Glendo’s life went to shambles after everything fell in on her about 4 years ago.
      2. Her church helped sponsor Glendo’s house when she got accepted for it.
      3. Now she’s no longer homeless and is back on her feet.

**Conclusion/Action:**

1. **Reinforce the Central Idea:** So many people can’t afford to own a home and need the assistance of organizations like Habitat for Humanity.
2. **Signal the end, summary:** As you have heard, there is a great need for low-income housing in the U.S.
3. **Final call to action:** What I’d like you to do is help build a house; give someone the gift that you have the advantage of already having. The ISU clubs next meeting is on the 14th. You have a chance to change someone’s life. You don’t need to know how to even hammer a nail, everything can be taught on-site.
4. **Strong Closing Line:** Think of all the people that will be suffering this winter either out on the streets or in houses that lack proper heating. Think of them as you enter your warm room and think of helping them live a greater existence.

***Bibliography***

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