

**NAME:** Mason Fleming

**INSTRUCTOR:** Professor Lisa German

**TITLE:** Tip Your Dashers

**ORGANIZATIONAL PATTERN:** Monroe's Motivated Sequence

**SPECIFIC PURPOSE:** To persuade my audience to tip their Dashers \$4 every delivery to solve this problem.

**CENTRAL IDEA:** You should tip your Dashers \$4 every delivery because Dashers are underpaid by DoorDash and rely on tips from customers to make a decent wage.

**INTRODUCTION:**

1. Imagine for a moment that you are working for DoorDash, the largest food delivery service in America (Curry, 2021). You receive an order on your phone that says you will make \$4 if you accept, tips being hidden until after delivery. You reluctantly accept, knowing full well you might only be making four dollars for this delivery. It takes you five minutes to get to the restaurant at the pickup time, only for them to tell you the food isn't ready. So, you wait, five minutes pass. 15 minutes, you ask the employee if they're still working on the order. 30 minutes later and you finally have the food, you drive as quickly as you can to deliver the order a whopping 45 minutes after you've accepted it, only for the DoorDash app to tell you that you've made five dollars. So, nearing an hour of work, and due to some bad luck, you haven't even made minimum wage.
2. This is a very real situation for many Dashers across America, I hope to inform you of one simple way you can make your Dashers' lives easier. In doing so, not only will you be helping a fellow human in need, but you'll also be improving the delivery times from your favorite restaurants.
3. Hi, I'm Mason Fleming and I've been a Dasher for DoorDash since April of 2020. I've completed roughly 300 deliveries and have seen some of the best days and worst days of the job.
4. What I'm asking you to do today is make sure you always tip at least four dollars to your DoorDash delivery driver because the DoorDash base pay is sometimes not enough to sustain a wage above the federal minimum.

## BODY:

### I. NEED OR PROBLEM STEP

- A. Dasher's net base pay can be as little as negative one dollar per hour some days, when accounting for expenses (Goldy-Brown, 2020), so Dashers rely on tips to sustain a decent wage.
  - 1. There are two major problems that arise because of this.
    - a. DoorDash delivery times are longer because low value orders are declined more often (Ongweso, 2021).
    - b. DoorDash turnover rates are high, meaning a larger portion of drivers are more inexperienced, resulting in lower quality deliveries.
    - c. If you've ever had a delivery take longer than the estimated time, it could have stemmed from DoorDash's low base pay rate.
  - 2. The most likely cause of this problem is the fact that DoorDash does not pay an hourly minimum rate to their Dashers unlike other delivery apps like GrubHub (Grubhub for Drivers, 2021).
    - a. DoorDash hires its Dashers as independent contractors. This means that DoorDash is not responsible for paying them the minimum wage.
    - b. In addition, independent contractors in the United States are subject to a higher tax rate than traditional wage-based jobs.
- B. Dashers, like everybody else, need to make ends meet in these trying times, so it is important that we do our part in making that a reality.
  - 1. Currently, Dashers wages are dependent on a myriad of circumstances they are sometimes unable to control, like restaurant wait times, or DoorDash base pay.
  - 2. Customers are also indirectly affected as a result. With higher turnover rates come more inexperienced drivers, which can make for longer delivery times.
  - 3. Delivery times are also affected when the pay is too low, as drivers may be likely to decline your order, resulting in a longer wait time.

## TRANSITION:

So, now that we know there is a fundamental problem with the pay system of DoorDash, I can give you a one-step solution to help your local Dashers, which in turn may decrease your wait times for your food.

### II. Tip your Dasher four dollars every delivery.

- A. Whenever you order delivery through DoorDash, simply tip your Dasher four dollars.
  - 1. In doing so, you'll help your local Dasher out by giving them a large enough tip that even if there is a long wait time, they can at least make minimum wage.

2. The cost to you is small, only four dollars, and it takes very little effort to apply the tip at checkout, but the impact you will have on your local DoorDash community will be significant.
- B. This plan will work because it goes after one of the root causes of high turnover and long deliver times, and that is pay. A higher tip means a more reliable wage for the day.
1. If everyone did this, turnover rates would naturally lower due to better wages. In addition, orders would not be left on the backburner by drivers that can't afford to do low paying orders.

**TRANSITION:**

How that you know what you need to do, here is what you can expect to happen if we all follow this rule.

- III. Dashers make decent wage, delivery times go down, and turnover rates go down.
- A. Your deliveries will take a shorter amount of time.
1. This is because your local Dashers will be more inclined to take your orders, as they will be accepted at a higher rate because of the higher pay.
  2. As Dashers stay on the platform for longer because of the increased income, they will become more experienced, resulting in overall higher quality and faster deliveries.
- B. If this is not done, then expect the service to stay the same, or get worse over time, as Dashers become more affected by the low wages.

**CONCLUSION:**

To conclude, you should tip your Dashers at least four dollars for every delivery. If you do this, you will be helping a fellow human make ends meet, improve overall delivery times, and lower Dasher turnover rate. I can't stress enough to remember to tip at least four dollars to your local Dasher for every order. It's important to help make sure your local Dashers can pay their bills, since DoorDash doesn't pay their drivers and hourly wage.

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