**MEMORANDUM**

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Date: 20 March 2014

To: BUS 2200 Colleagues

From: Katie Haley

**RE PROPOSAL TO ORGANIZE A DONATION DRIVE FOR THE HUMANE SOCIETY OF UTAH**

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**OVERVIEW**

I propose that we organize a donation drive to bring in supplies and food to the Humane Society of Utah, to help provide for the homeless animals. With the thousands of animals that are brought into the shelter, it is hard to keep up with the demand, not only because of the large number of animals but also because of the cost of food and supplies. The shelter has a wish list on its website with all of the items they needed, so we will organize the drive around the shelter’s needs. The items range from cleaning supplies to pet food.

We will conduct research online and in interviews with the Humane Society, gathering the information we need to begin preparing for the donation drive. The plan is to advertise the event in enough ways and places that many people will want to help. We will make flyers and if at all possible send out mass mailings through the post office and newspaper ads or articles.

This project will have multiple benefits to us as prospective business professionals because it will:

* engage us in business communication- speaking, listening, reading, writing, thinking, and collaborating.
* requires us to put together flyers, brochures, and newspaper ads- with correct layout and design, readability, etc.
* provides a reference for people to understand the neediness of homeless pets.
* provides information for people to continue to donate or volunteer their time to animal shelters.
* enhance our knowledge of homeless pets and raise awareness of the situation.

**RATIONALE**

**Benefits to BUS 2200 Students-** Organizing this donation drive will benefit BUS 2200 students as well as those who participate in the drive and the animals we will be helping. As I stated in the overview, this project will require us, as future business professionals to:

* speak, listen, read, write, think, and collaborate as business professionals.
* design business documents to meet the reader’s needs for information, visual accessibility and readability.
* develop contacts with the non-profit communities.
* provide a service that is much needed to the Humane Society of Utah.

Knowing the goals and the skills that will be used in this project will benefit us as future business professionals. We must practice these skills in real-life situations to know how to be prepared for them and comply with the task at hand, and be able to accomplish it properly. We will meet the needs given above and successfully accomplish this project.

**Benefits for target audience-** Homeless animals, animal owners, and animal lovers will benefit from our work on this project because it will provide them with the following:

* Raise awareness of the number of homeless animals that die from lack of sustenance.
* Provide animals with food and supplies shelters need to continue running.
* Provide people with ways to help out the homeless animals in their communities.

**PLAN/TIME FRAME**

***Methodologies***

To accomplish the goals of this project, we will need to plan a time frame in which to accomplish everything on time. We will need to form a plan of action, conduct interviews, research information, and form all information into documents.

Questions that we may come across while doing research may be: Where will we collect donations? Who will participate in the donation drive? How will we spread the word about the drive? We will try to make it be a donation drive that anyone can participate in by spreading the word in many ways, as discussed before.

***Time Frame***

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| Week 1 | Plan approach, contact Humane Society, develop interview questions |
| Week 2-3 | Conduct interviews, set up meeting with businesses, and research for brochure |
| Week 4-5 | Meet with businesses, distribute flyers, send out mass mailings, and put ads in newspaper. |
| Week 6 | Work on group report. After donation drive, collect results, make a document, and present to class, along with all of the documents used to promote the drive. |

**Personnel**

This project is important because the Humane Society is always asking for donations and the shelter would much appreciate having a large number of donations through a drive. As few as four and no more than six group members could manage the project.

Each member will have an important role. Not only do I want to have a donation drive for the animals, I want to provide the people who will be participating in the drive with background information on the Humane Society so they know where their donations will be going. I will have group members interview staff members to acquire background information for the brochure. Other group members will be doing research on the Humane Society, to put in the brochure. I will also need members meeting with businesses to see if they wish to participate in the drive. Lastly members will need to work on the flyers and newspaper articles.