**MEMORANDUM**

Date 8 May 2014

To Eportfolio Viewers

From Katie Haley

**RE EPORTFOLIO SIGNATURE ASSIGNMENT REFLECTION**

**Overview**

This proposal was written to present to my business communications class in order to persuade them of my cause, a donation drive for the Humane Society of Utah. It is my signature assignment because it was the final individual proposal I completed for this class, so it should be a high quality paper. It has been edited since the final draft and looks very good. Below are the connections that my memo has with other classes, outside of school, and business writing.

**Connections I see between my proposal or project and my other classes**

* Working on this proposal helped with my English class because we had to write proposals and I wouldn’t have known how to write an effective one if I hadn’t of written so many in this class for practice.
* The project also helped with my English class because we had to work with a group and this business class was group centered so I was prepared to work with others.

**Connections I see between my proposal or project and my interests outside of class work**

* Participating in this project and writing my proposal has made me much more aware of the types of organizations out there that need help bringing awareness to their cause. I want to contribute my time to helping these non-profit organizations.
* My proposal made me more aware of the number of homeless animals in Salt Lake that need homes, making me want to adopt homeless pets rather than buying the pure bred breeds from puppy farms.

**How my proposal reflects my understanding of certain fundamental principles of business writing**

* Purpose and audience determine content- when I was writing my proposal I had to consider my audience in order for it to have the highest impact on them. I also considered the purpose of my proposal before writing it, because it has to be informative and serious but also leave an impact on the audience. The content is serious, therefore I needed to come across as serious with a determined purpose.
* Format, style, and tone- My proposal needed to be formatted in a way that was informative but also to the point so the reader didn’t get distracted or bored. The style and tone needed to be serious because the matter was of importance and didn’t need any sarcasm or humor involved.