Assignment 4: Persuasive Message
(Persuading UC Students to Volunteer for an Organization)

Two possible organizations chosen: Tues., Nov. 15

Draft due: Thur., Nov. 17

Final draft due: Tues., Nov. 22

The task: For this assignment, you’re going to prepare a persuasive message that will (for now, hypothetically) be included in an online list of volunteer opportunities for University of Cincinnati students.

UC has a Center for Community Engagement that, among other things, recruits organizations who might have volunteer opportunities for students and recruits students to volunteer at those places. When you go to the main page for students on this site (http://www.uc.edu/cce/student.html), you’ll see that several specialized opportunities for community service—Habitat, Vista Volunteer, Blood Donations, etc.—are listed down the lefthand side. The “Online Volunteer Directory” link in this list is supposed to go to a page that lists other volunteer opportunities, but it’s “under construction.” What we’re pretending for this assignment is that various students, including you, have been invited to prepare the entries to help build this directory.

Each entry should include the name of and contact info for the organization, its purpose/mission/key activities, an appealing photo or two, and any additional information that students would need in order to understand what the organization does and why they should volunteer for it.

So, for this assignment, prepare a fetching entry for the online directory. You main work will consist of

- Finding an organization that uses student volunteers on a regular basis (do some searching; bring two possibilities to class on Tuesday).
- Gathering all the information you can about the purpose and activities of the organization you’ve chosen (you may need to speak with someone at the organization).
- Figuring out why students should volunteer (what exactly are the volunteer opportunities? What are the benefits of volunteering?).
- Preparing a nicely formatted, nicely written profile of the organization that will persuade students to volunteer and answer any questions they may have.

Keep in mind that you’re writing this message as something of a spokesperson for the organization, and also that your entry will appear on the website of a university center. So no attention-getters like “Do you like free beer?” Some levity may be appropriate, but your entry should still be professional in its contents and appearance.